

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 4, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	30.8	25,810
2	MASTER OF THE GAME PT.3(S)	28.2	23,630
3	MASTER OF THE GAME PT.2(S)	27.7	23,210
4	ABC SUNDAY NIGHT MOVIE	25.9	21,700
4	DALLAS	25.9	21,700
6	SPECIAL MOVIE PRSNT-SUN(S)	25.1	21,030
7	SIMON & SIMON	24.2	20,280
8	60 MINUTES	23.9	20,030
9	ABC MONDAY NIGHT MOVIE	23.6	19,780
9	DYNASTY	23.6	19,780
11	FALCON CREST#	21.7	18,180
12	MAGNUM, P.I.	21.5	18,020
13	A TEAM	21.1	17,680
14	KNOTS LANDING	21.0	17,600
15	FALL GUY	20.6	17,260
15	HOTEL	20.6	17,260
17	TV BLOOPERS & PRAC. JOKES	19.9	16,680
18	SCARECROW & MRS. KING#	19.4	16,260
19	LOVE BOAT	19.1	16,010

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	23.5	51,670
2	SPECIAL MOVIE PRSNT-SUN(S)	23.1	50,800
3	MASTER OF THE GAME PT.2(S)	17.9	39,420
4	MASTER OF THE GAME PT.3(S)	17.6	38,800
5	ABC MONDAY NIGHT MOVIE	17.5	38,490
6	DALLAS	16.3	35,980
7	A TEAM	16.2	35,690
8	SIMON & SIMON	16.1	35,440
9	ABC SUNDAY NIGHT MOVIE	15.9	34,940
10	MAGNUM, P.I.	15.6	34,270
11	FALL GUY	15.1	33,350
12	DYNASTY	14.9	32,810
13	60 MINUTES	14.4	31,730
14	TV BLOOPERS & PRAC. JOKES	13.8	30,300
15	KNIGHT RIDER#	13.3	29,240
16	WEBSTER	13.2	29,000
17	THAT'S INCREDIBLE#	13.1	28,850
18	FALCON CREST#	13.1	28,800
19	KNOTS LANDING	12.7	27,950

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	27.2	23,770
2	MASTER OF THE GAME PT.2(S)	23.9	20,920
3	MASTER OF THE GAME PT.3(S)	23.8	20,780
4	DALLAS	23.0	20,150
5	ABC SUNDAY NIGHT MOVIE	22.2	19,380
6	DYNASTY	21.7	19,000
7	SIMON & SIMON	19.7	17,200
8	FALCON CREST#	19.4	16,970
9	KNOTS LANDING	19.4	16,950
10	ABC MONDAY NIGHT MOVIE	18.7	16,380
11	60 MINUTES	18.2	15,910
12	HOTEL	18.1	15,870
13	SPECIAL MOVIE PRSNT-SUN(S)	17.8	15,540
14	FALL GUY	17.0	14,830
14	MAGNUM, P.I.	17.0	14,830
16	LOVE BOAT	15.2	13,270
17	TV BLOOPERS & PRAC. JOKES	15.1	13,190
18	WEBSTER	15.0	13,160
19	SCARECROW & MRS. KING#	14.5	12,720

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	22.9	18,060
2	GRAMMY AWARDS(S)	18.4	14,550
3	MASTER OF THE GAME PT.2(S)	18.2	14,350
4	MASTER OF THE GAME PT.3(S)	17.8	14,010
5	60 MINUTES	16.7	13,200
6	SIMON & SIMON	15.4	12,170
7	ABC MONDAY NIGHT MOVIE	15.4	12,160
8	HILL STREET BLUES#	15.2	11,980
9	ABC SUNDAY NIGHT MOVIE	15.0	11,830
10	MAGNUM, P.I.	14.7	11,580
11	A TEAM	14.6	11,530
12	DALLAS	14.5	11,440
13	HARDCASTLE & MCCORMICK#	14.0	11,060
14	FALL GUY	13.2	10,400
15	DYNASTY	13.2	10,380
16	TV BLOOPERS & PRAC. JOKES	12.7	10,010
17	TV CENSORED BLOOPERS #7(S)	12.4	9,770
18	SPECIAL MOVIE PRSNT-SAT(S)	12.3	9,700
19	MIKE HAMMER#	12.1	9,550
20	KNIGHT RIDER#	12.1	9,530
21	FALCON CREST#	11.8	9,270
21	20/20	11.8	9,270

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 4, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	31.1	17,080
2	SPECIAL MOVIE PRSNT-SUN(S)	21.1	11,610
3	ABC MONDAY NIGHT MOVIE	20.4	11,210
4	ABC SUNDAY NIGHT MOVIE	20.1	11,060
5	DYNASTY	19.1	10,500
6	MASTER OF THE GAME PT.3(S)	18.2	10,020
7	SIMON & SIMON	17.3	9,520
8	MASTER OF THE GAME PT.2(S)	17.2	9,470
9	KNOTS LANDING	17.1	9,400
10	DALLAS	16.9	9,270
11	FALL GUY	15.9	8,750
12	HILL STREET BLUES#	15.0	8,220
13	CHEERS	14.4	7,930
14	MAGNUM, P.I.	14.4	7,920
15	HOTEL	14.3	7,880
16	FALCON CREST#	13.9	7,660
16	TV BLOOPERS & PRAC. JOKES	13.9	7,660
18	WEBSTER	13.5	7,440
19	KNIGHT RIDER#	13.1	7,210

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASTER OF THE GAME PT.2(S)	35.9	9,660
2	DALLAS	34.9	9,380
3	MASTER OF THE GAME PT.3(S)	34.2	9,210
4	FALCON CREST#	30.4	8,170
5	60 MINUTES	28.7	7,710
6	DYNASTY	24.8	6,670
7	SIMON & SIMON	24.5	6,580
8	LOVE BOAT	24.1	6,470
9	ABC SUNDAY NIGHT MOVIE	23.9	6,440
10	HOTEL	23.7	6,370
11	KNOTS LANDING	23.6	6,340
12	MAGNUM, P.I.	22.8	6,120
13	SCARECROW & MRS. KING#	21.6	5,810
14	SUZANNE PLESSETTE SHOW#	20.6	5,540
15	GRAMMY AWARDS(S)	19.9	5,360
16	CBS EVENING NEWS-RATHER	18.5	4,970
17	BENSON	18.4	4,940
18	FALL GUY	17.8	4,800

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SPECIAL MOVIE PRSNT-SUN(S)	27.2	14,470
2	GRAMMY AWARDS(S)	21.4	11,380
3	HILL STREET BLUES#	17.8	9,470
4	ABC MONDAY NIGHT MOVIE	16.5	8,780
5	HARDCASTLE & MCCORMICK#	15.0	7,980
6	SIMON & SIMON	14.5	7,710
7	A TEAM	14.0	7,450
8	ABC SUNDAY NIGHT MOVIE	13.5	7,190
9	KNIGHT RIDER#	13.2	7,010
10	MAGNUM, P.I.	13.1	6,960
11	MASTER OF THE GAME PT.3(S)	13.1	6,940
12	TV CENSORED BLOOPERS #7(S)	12.8	6,810
13	SPECIAL MOVIE PRSNT-SAT(S)	12.7	6,760
14	MASTER OF THE GAME PT.2(S)	12.1	6,460
15	RIPLEY'S BELIEVE IT-NOT	12.1	6,410
16	TV BLOOPERS & PRAC. JOKES	12.0	6,390
17	MIKE HAMMER#	11.7	6,200
18	FALL GUY	11.5	6,120
19	60 MINUTES	11.5	6,110
20	DALLAS	11.4	6,070
21	CHEERS	11.3	6,000

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASTER OF THE GAME PT.2(S)	30.7	6,300
2	MASTER OF THE GAME PT.3(S)	27.5	5,640
3	60 MINUTES	26.0	5,320
4	DALLAS	22.3	4,560
5	FALCON CREST#	19.5	4,000
6	MAGNUM, P.I.	19.3	3,960
7	DYNASTY	18.5	3,790
8	ABC SUNDAY NIGHT MOVIE	18.4	3,780
9	SIMON & SIMON	18.4	3,770
10	RINGLING BROTHERS CIRCUS(S)	18.0	3,680
11	FALL GUY	17.8	3,640
12	A TEAM	17.4	3,570
12	CBS EVENING NEWS-RATHER	17.4	3,570
14	HOTEL	16.0	3,280
15	BOB HOPE SPECIAL-WAIKIKI(S)	16.0	3,270
16	SCARECROW & MRS. KING#	15.9	3,250
17	DUKES OF HAZZARD	15.2	3,120
18	AIRWOLF#	15.1	3,090
18	REAL PEOPLE	15.1	3,090

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
*EVENING																														
A TEAM																														
TUE. 8.00P 60 NBC A 22 209 207 A 21.1 29 1768 2019 604 228 665 234 390 379 313 221 652 222 422 387 307 202 230 81 472 284																														
8.00 - 8.30 B 24.4 36 2045 2057 638 250 697 253 438 413 329 216 708 288 486 422 325 187 235 81 417 267																														
8.30 - 9.00 A 20.2 29 1693 2028 595 227 663 229 381 368 310 231 655 225 416 381 306 211 228 78 482 285																														
A 22.0 30 1844 2002 603 224 658 236 392 388 312 208 647 219 425 391 308 194 235 87 462 280																														
ABC BUSINESS BRIEF-MON 4 200 A 16.1 22 1349 2532 611 258 630 283 504 499 327 76^ 747 474 621 514 233 108^ 398 173 757 465																														
1 MON. 8.55P 1 ABC N 99 B 17.1 24 1433 1933 676 288 732 255 442 396 336 234 640 271 410 336 245 184 235 86 326 220																														
ABC BUSINESS BRIEF-WED 8 201 200 A 22.3 33 1869 1868 788 295 914 370 516 437 379 305 585 189 323 278 267 224 164 73 205 130																														
1 WED. 9.37P 1 ABC N 98 98 B 20.5 30 1718 1862 722 296 814 320 486 427 358 255 639 233 397 357 302 198 162 73 247 165																														
2 WED. 8.58P 1																														
ABC BUSINESS BRIEF-FRI 7 202 192 A 18.1 30 1517 1852 782 258 872 313 494 440 370 319 497 162 284 281 235 184 180 99 303 181																														
1 FRI. 8.42P 1 ABC N 99 96 B 16.7 26 1399 1807 768 301 858 298 493 448 383 309 473 154 271 269 225 170 178 102 298 191																														
2 FRI. 8.43P 1																														
ABC MONDAY NIGHT MOVIE 7 200 203 A 23.6 34 1978 1946 741 348 829 335 569 520 387 192 613 280 444 383 267 138 230 113 274 169																														
1 MON. 8.00P 180 ABC FF 98 99 B 21.6 32 1810 1796 756 339 853 323 558 488 402 236 600 239 404 350 280 153 180 89 163 107																														
2 MON. 9.00P 120 A 15.9 23 1332 2369 578 290 590 242 448 460 322 87^ 739 447 599 490 259 119^ 356 166^ 684 416																														
8.00 - 8.30 A 16.9 24 1416 2496 618 287 637 287 504 496 327 83^ 727 460 604 499 239 105^ 384 165 748 451																														
8.30 - 9.00 A 24.8 34 2078 1952 753 348 855 337 570 525 393 213 615 279 435 379 262 139 231 114 251 150																														
9.00 - 9.30 A 25.4 36 2129 1915 765 374 875 357 600 539 402 204 597 255 417 370 272 141 219 117 224 134																														
9.30 - 10.00 A 26.4 39 2212 1825 764 352 852 348 575 518 391 208 591 246 414 363 276 144 200 101 182 114																														
10.00 - 10.30																														
10.30 - 11.00 A 25.0 40 2095 1782 769 353 868 333 579 522 414 218 579 230 404 348 276 148 186 95 149 105																														
ABC NEWSBRIEF-M-F 109 196 194 A 16.8 25 1408 1729 728 287 811 294 491 467 380 249 597 215 374 347 288 184 161 75 160 102																														
1 MON. 9.46P 2 ABC N 98 97 B 16.1 25 1349 1714 718 294 801 287 487 437 373 256 598 225 381 341 282 173 161 79 154 106																														
1 TUTHF 9.58P 1																														
1 WED. 10.37P 1																														
2 MON. 9.57P 1																														
2 TU-TH 9.58P 1																														
2 FRI. 9.57P 2																														
ABC NEWSBRIEF-SAT. 22 200 200 A 17.5 30 1467 1663 715 267 831 229 392 368 345 387 471 138 254 244 223 180 169 107 192 129																														
SAT. 9.58P 1 ABC N 99 98 B 18.9 31 1584 1741 779 282 864 256 444 414 381 363 528 171 302 268 242 193 165 98 184 132																														
ABC NEWSBRIEF-SUN. 22 198 198 A 24.5 36 2053 1620 763 338 894 301 502 467 423 314 567 186 365 332 303 177 93 59 66 40^																														
1 SUN. 9.57P 1 ABC N 98 98 B 19.9 30 1668 1778 702 307 773 292 510 453 378 208 770 314 537 471 367 185 147 77 88 58																														
2 SUN. 9.54P 2																														
ABC SPORTS UPDATE-SAT 22 196 198 A 17.2 29 1441 1700 718 251 811 201 386 364 416 362 557 192 318 303 263 200 157 77^ 175 88																														
SAT. 8.58P 1 ABC SN 98 99 B 17.4 29 1458 1760 743 269 815 220 405 394 391 354 607 174 331 313 305 238 136 62 202 133																														
ABC SPORTS UPDATE-SUN 20 198 199 A 21.9 31 1835 1810 789 341 873 268 491 483 433 299 628 214 415 360 335 175 186 96 123 86																														
1 SUN. 9.01P 2 ABC SN 97 98 B 17.8 26 1492 1947 732 327 806 287 512 479 397 241 743 286 523 461 374 177 178 78 220 142																														
2 SUN. 8.30P 2																														
ABC SUNDAY NIGHT MOVIE 19 203 204 A 25.9 39 2170 1610 787 352 894 293 511 496 450 296 545 163 330 313 304 174 114 71 57 33^																														
1 SUN. 8.00P 180 ABC FF 99 99 B 21.6 33 1810 1812 748 337 815 306 543 501 413 207 750 310 535 466 362 170 162 86 85 56																														
2 SUN. 9.00P 153 A 25.6 36 2145 1828 825 381 927 302 545 522 468 291 556 161 313 300 304 177 212 130 133 63^																														
8.00 - 8.30 A 27.4 37 2296 1761 831 383 935 314 550 523 461 296 541 152 319 291 301 171 196 120 89^ 45^																														
8.30 - 9.00 A 26.0 37 2179 1655 793 363 897 286 503 491 452 308 571 175 352 325 316 182 125 70 62 36^																														
9.00 - 9.30 A 26.6 38 2229 1633 787 347 901 299 509 483 440 307 557 171 349 325 307 175 112 71 63 42^																														
9.30 - 10.00																														
CONT'D																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0.00%)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11													
EVENING CONT'D																																								
ABC SUNDAY NIGHT M-CONT'D																																								
10.00 - 10.30																		A	26.6	40	2229	1576	792	342	900	304	523	506	448	290	553	164	339	321	312	175	87	59	36^	22^
10.30 - 11.00																		A	26.2	43	2196	1534	784	330	887	291	512	499	447	290	524	156	320	303	296	169	88	62	35^	23^
11.00 - 11.30																		A	21.8	43	1827	1335	694	345	804	259	427	458	427	286	493	148	295	304	277	172	22^	7^	16^	LT
ABC WORLD NEWS TONIGHT																																								
M-F 6.30P 30 ABC N																		A	11.2	19	939	1514	692	239	733	158	311	348	362	339	604	171	289	277	282	264	61	26^	116	69
																		B	11.2	20	939	1533	713	247	767	193	348	338	357	355	604	172	302	290	286	253	69	25	93	59
ABC WRLD NEWS TONIGHT-SUN																																								
SUN. 6.30P 30 ABC N																		A	8.0	15	670	1475	518	196	603	150^	240	256	270	307	708	224	320	326	286	320	88^	39^	76^	48^
																		B	8.6	15	721	1611	662	223	744	161	308	306	340	385	677	187	317	290	316	302	62	36	128	78
AFTERMASH																																								
2 MON. 9.00P 30 CBS CS																		A	13.8	19	1156	1617	755	234	826	222	446	433	388	351	553	157^	283	301	306	216	141^	57^	97^	66^
																		B	20.5	29	1718	1734	763	274	843	290	465	426	359	328	584	222	357	319	274	192	172	80	135	83
AIRWOLF																																								
2 SAT. 9.00P 60 CBS A																		A	15.6	26	1307	1571	641	191	687	156^	347	343	394	291	622	156^	328	336	374	237	113^	46^	149^	106^
																		B	14.4	24	1207	1918	654	242	702	230	422	405	363	228	759	291	516	463	388	197	206	58	251	182
9.00 - 9.30																		A	15.3	26	1282	1559	635	189	689	154^	338	336	388	304	625	156^	321	334	371	248	113^	43^	132^	102^
9.30 - 10.00																		A	15.8	27	1324	1585	651	194	688	159^	357	351	401	281	620	152^	334	342	379	227	113^	48^	164^	110^
ALICE																																								
2 SUN. 9.30P 30 CBS CS																		A	18.2	28	1525	1670	736	282	797	239	426	415	369	297	551	169	306	309	272	193	212	57^	110^	110^
																		B	19.1	28	1601	1682	746	265	826	259	409	373	331	355	532	165	281	247	236	217	185	88	139	112
ALL STAR FAMILY FEUD(S)																																								
2 THU. 8.00P 60 ABC QP																		A	13.5	20	1131	1733	792	274	881	295	465	455	388	342	549	168^	298	309	235	211	125^	59^	178^	97^
8.00 - 8.30																		A	13.0	20	1089	1726	768	280	864	283	462	449	397	327	537	153^	291	307	247	206^	143^	75^	182^	100^
8.30 - 9.00																		A	14.0	20	1173	1731	810	265	891	306	467	462	379	351	559	180^	303	305	225	216	108^	44^	173^	91^
BENSON																																								
FRI. 8.00P 30 ABC CS																		A	18.9	29	1416	1817	781	233	865	269	458	422	397	349	489	156	285	277	231	180	146	79^	317	187
																		B	16.6	28	1391	1726	752	283	850	261	451	420	383	340	509	162	286	266	235	190	138	83	229	153
BLUE THUNDER																																								
FRI. 9.00P 60 ABC A																		A	13.9	22	1165	1792	644	222	665	206	407	399	364	205	690	209	451	448	389	201	169	58^	268	189
9.00 - 9.30																		B	14.3	22	1198	1827	635	235	672	212	429	421	370	197	672	239	453	430	353	175	191	63	292	213
9.30 - 10.00																		A	14.0	22	1173	1778	613	211	637	200	384	377	344	199	679	217	453	444	375	194	169	57^	293	206
																		A	13.8	22	1156	1797	671	234	690	214	431	423	381	206	697	203	449	451	399	203	168	56^	242	174
BOB HOPE SPECIAL-WAIIKI(S)																																								
2 MON. 9.00P 60 NBC CV																		A	17.5	24	1467	1603	640	217	672	204	342	335	295	292	608	207	354	285	287	223	194	74^	129^	60^
9.00 - 9.30																		A	18.1	25	1517	1595	639	213	667	222	343	334	279	284	587	203	337	282	274	215	193	74^	148^	78^
9.30 - 10.00																		A	17.0	24	1425	1597	635	218	669	180	335	334	311	297	619	207	367	286	296	226	199	76^	110^	43^
BODY HUMAN: JOURNEY WITHIN(S)																																								
2 WED. 8.00P 60 CBS DO																		A	10.3	15	863	1591	629	210^	694	237^	418	472	376	182^	542	266^	415	324	227^	127^	110^	53^	245^	205^
8.00 - 8.30																		A	11.3	17	947	1583	645	192^	695	230^	406	467	378	191^	524	262	392	315	208^	132^	110^	54^	254	207^
8.30 - 9.00																		A	9.4	14	788	1570	601	225^	682	240^	427	471	366	168^	554	263^	433	330	245^	121^	107^	49^	227^	197^
BUFFALO BILL																																								
THU. 9.30P 30 NBC CS																		A	13.0	20	1089	1689	747	361	845	394	608	520	337	195	600	245	461	446	289	112	167	90^	77^	47^
																		B	13.0	20	1089	1632	718	315	813	363	547	463	323	222	590	284	431	377	232	133	132	80	97	65
CBS EVENING NEWS-RATHER																																								
M-F 6.30P 30 CBS N																		A	14.3	25	1198	1542	684	231	763	166	310	300	320	415	635	159	298	284	305	297	70	30^	74	47
																		B	14.0	24	1173	1550	696	209	770	153	288	287	329	435	615	144	269	266	291	301	77	33	88	54
CBS EVENING NEWS-DEAN																																								
SUN. 6.00P 30 CBS N																		A	10.3	19	863	1553	685	172	727	121^	261	289	331	416	642	157	288	289	323	291	101^	44^	83^	51^
																		B	9.9	18	830	1614	690	220	755	155	308	303	348	400	678	180	318	311	314	304	98	48^	83	54
CBS SAT. NEWS-SCHIEFFER																																								
SAT. 6.30P 30 CBS N																		A	9.8	19	821	1527	700	238	779	156	282	241	305	457	636	173	301	288	305	277	38^	25^	74^	48^
																		B	10.3	19	863	1548	709	190	764	145	275	280	333	439	630	160	304	288	305	286	66	24	88	55

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
CBS WEDNESDAY NIGHT MOVIE 20 198 189																															
1	WED.	8.39P	149	CBS	FF	98	98	B	13.1	21	1098	1636	709	257	772	247	438	407	381	275	618	235	407	355	295	175	145	61	101	65	
2	WED.	9.00P	120																												
		8.30 - 9.00						A	11.5	18	964	2021	682	282	787	302	498	436	357	235^	691	287	471	414	315	166^	289	91^	254	179^	
		9.00 - 9.30						A	10.6	16	888	1724	661	264	731	236	441	410	372	238	629	220	396	367	305	181	237	99^	127^	91^	
		9.30 - 10.00						A	10.8	16	905	1635	662	265	726	239	445	417	372	231	573	185	334	309	281	192	224	97^	112^	83^	
		10.00 - 10.30						A	11.0	18	922	1663	675	249	757	226	461	449	409	238	649	253	419	389	298	180	186	72^	71^	63^	
		10.30 - 11.00						A	11.4	20	955	1667	680	206	735	210	438	425	418	242	698	313	473	425	290	177	171	64^	63^	53^	
		11.00 - 11.30						A	11.5	22	964	1604	703	242	743	238^	487	415	406	196^	771	248	527	552	414	176^	47^	LT	43^	20^	
CHEERS																															
	THU.	9.00P	30	NBC	CS	99	99	A	16.9	25	1416	1732	723	337	820	364	560	469	312	231	583	261	422	370	246	130	182	111	147	91	
								B	16.6	24	1391	1762	733	312	837	354	536	447	321	261	615	291	428	361	241	154	168	94	142	95	
DALLAS																															
	FRI.	9.00P	60	CBS	GD	99	99	A	25.9	41	2170	1658	833	295	928	263	426	419	388	433	528	193	280	262	220	211	72	39^	130	86	
		9.00 - 9.30						B	25.7	40	2154	1713	868	302	959	312	481	443	392	413	499	170	266	244	214	202	93	52	162	97	
		9.30 - 10.00						A	25.0	40	2095	1673	839	292	934	264	428	417	388	440	532	194	284	264	222	211	74	39^	133	85	
								A	26.8	42	2246	1640	828	296	922	263	427	425	388	423	520	188	274	259	218	209	71	38^	127	88	
DEAN MARTIN CELEB. ROAST(S)																															
1	THU.	10.00P	60	NBC	CV	99	99	A	15.1	25	1265	1602	670	282	761	187	334	330	346	366	681	242	404	375	290	243	114^	49^	46^	30^	
		10.00 - 10.30						A	14.7	24	1232	1645	682	305	775	203	362	354	349	355	708	272	440	387	288	237	120^	56^	42^	24^	
		10.30 - 11.00						A	15.5	27	1299	1551	660	261	744	170^	305	306	343	375	651	212	371	364	290	245	105^	41^	51^	35^	
DIFF'RENT STROKES-SAT.																															
						20	197	197	A	16.9	29	1416	1857	680	227	757	182	382	392	351	317	492	167	295	284	242	145	183	88	425	282

1 SAT.	8.00P	60	NBC	CS	98	97	B 15.4	26	1291	1964	700	241	766	236	403	375	326	312	505	169	287	271	243	169	246	132	447	310
2 SAT.	8.00P	30					A 16.5	28	1383	1883	678	238	761	198	383	382	332	324	509	187	315	286	252	147	173	81^	440	289
	8.00 - 8.30						A 17.7	29	1483	1811	685	208	755	150^	380	413	388	309	464	131^	259	281	226	143^	196	100^	396	268
	8.30 - 9.00						A 12.5	19	1048	1774	645	233	717	154^	335	356	350	311	802	249	462	409	395	283	170^	68^	85^	53^
D.DELUISE & FRIENDS-PT II(S)		196					A 11.6	18	972	1789	646	242	723	158^	340	346	349	316	767	232^	436	381	376	279	201^	77^	98^	59^
1 THU.	9.00P	60	ABC	GV	99		A 13.4	21	1123	1752	642	224	706	147^	326	363	347	306	831	261	482	431	412	288	144^	60^	71^	47^
	9.00 - 9.30						A 15.8	26	1324	1794	604	177	712	203	316	298	279	353	555	214	302	259	220	235	126	67^	401	235
DUKES OF HAZZARD		20	201	201			B 17.3	28	1450	1992	681	203	759	245	357	311	303	358	575	185	303	270	267	239	164	68	494	286
FRI.	8.00P	60	CBS	CS	99	99	A 15.0	25	1257	1828	581	165	710	214	315	298	269	353	575	235	323	275	222	235	130	66^	413	237
	8.00 - 8.30						A 16.5	27	1383	1761	625	188	712	192	316	296	287	354	534	194	282	240	220	236	123	67^	392	230
	8.30 - 9.00																											
DYNASTY		17	204	202			A 23.6	36	1978	1659	838	325	961	364	531	479	411	337	526	179	289	274	246	192	101	55^	71	41^
1 WED.	9.39P	60	ABC	GD	99	99	B 24.0	36	2011	1686	850	342	953	356	562	502	411	317	516	207	319	278	223	165	118	71	99	65
2 WED.	9.00P	60					A 23.6	35	1978	1591	788	349	884	320	466	473	381	308	531	159	280	296	282	189	114^	66^	62^	35^
	9.00 - 9.30						A 23.5	35	1969	1695	838	327	949	363	527	483	396	331	549	194	301	286	253	199	113	60	84	47^
	9.30 - 10.00						A 23.6	37	1978	1654	865	305	1021	397	579	478	438	363	487	172	275	230	207	189	79^	45^	67^	41^
	10.00 - 10.30						A 24.2	40	2028	1648	900	309	1063	404	600	471	479	384	472	170	284	249	206	168	66^	35^	47^	26^
	10.30 - 11.00																											
'84 VOTE:IA CAUCUS-10:42P(S)		198					A 17.8	27	1492	2247	677	274	723	337	570	492	350	117^	773	412	618	481	310	137^	340	147^	411	283
1 MON.	10.42P	2	ABC	P	98																							
'84 VOTE:NH PRIMRY- 8:02P(S)		200					A 12.0	18	1006	1639	680	204^	764	214^	418	437	360	264	698	203^	375	383	359	228^	48^	LT	129^	55^
2 TUE.	8.02P	2	ABC	P	99																							
EMERALD POINT,N.A.S. CONT'D		17	201				A 9.2	14	771	1451	718	238^	740	148^	311	357	333	383	564	205^	274^	302	236^	262^	147^	112^	LT	LT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.		
EVENING CONT'D																													
EMERALD POINT,N.A.-CONT'D																													
2 MON.		10.00P	60	CBS	GD		99	B	13.9	22	1165	1471	769 240	866	259	429	394	385	384	490	158	271	241	232	197	80	45	35	20
		10.00 - 10.30						A	9.6	14	804	1415	715 242A	735	136A	297	343	344	392	578	212A	293	321	242A	257A	102A	71V	LT	LT
		10.30 - 11.00						A	8.8	14	737	1482	721 233A	744	162A	323	372	318	372	543	195A	252A	275A	228A	268A	195A	156A	LT	LT
EMERALD POINT,N.A.S.(B)																													
2 FRI.		10.00P	60	CBS	GD		99	A	15.9	28	1332	1586	798 358	907	214	417	460	412	406	430	84A	197	232	246	198	110A	77A	139A	112A
		10.00 - 10.30						A	16.6	28	1391	1563	789 356	905	224	411	455	401	406	420	92A	193	229	225	191	101A	66A	137A	112A
		10.30 - 11.00						A	15.1	28	1265	1609	809 360	911	203	422	470	425	405	442	75A	201	235	267	207	118A	87A	138A	109A
FACTS OF LIFE																													
1 WED.		9.30P	30	NBC	CS	19	202 200	A	17.3	26	1450	1704	701 200	786	270	469	402	340	281	467	172	300	239	196	155	266	116	185	119
2 WED.		9.00P	30			99	98	B	17.9	27	1500	1781	694 239	787	283	472	401	333	272	513	201	326	273	214	158	273	152	208	138
FALCON CREST																													
1 FRI.		10.00P	60	CBS	GD	19	206	A	21.7	35	1818	1584	781 286	933	255	421	382	417	448	510	197	265	222	187	220	73A	10V	68A	45A
		10.00 - 10.30				99	99	B	22.2	37	1860	1572	840 289	936	280	458	431	407	403	457	141	233	217	206	195	88	49	91	67
		10.30 - 11.00						A	22.1	36	1852	1581	771 285	925	254	420	374	408	448	511	198	266	223	187	218	68A	7V	77A	55A
								A	21.3	35	1785	1579	789 285	938	254	419	388	420	450	507	194	260	221	186	221	78A	13V	56A	37A
FALL GUY																													
1 WED.		8.39P	60	ABC	A	20	206 204	A	20.6	31	1726	1932	732 279	857	345	506	421	364	278	603	223	354	308	268	210	196	86	276	168
2 WED.		8.00P	60			99	98	B	20.1	31	1684	1891	708 277	785	304	480	422	352	248	618	246	399	344	280	183	199	78	289	179
		8.00 - 8.30						A	19.8	30	1659	1921	655 267	788	306	471	405	342	248	600	229	367	330	269	185	209	102A	324	188
		8.30 - 9.00						A	20.3	31	1701	1905	690 262	810	326	476	400	344	261	600	204	345	305	282	215	204	92	291	179
9.00 - 9.30																													
9.30 - 10.00																													
FAMILY TIES																													
THU.		8.30P	30	NBC	CS	9	200 193	A	15.4	23	1291	1948	718 251	826	318	538	450	339	247	497	205	354	292	200	123	281	166	344	229
						99	98	B	15.8	23	1324	1895	727 271	839	311	511	426	348	282	508	211	326	280	208	146	249	158	299	204
FANTASY ISLAND																													
SAT.		10.00P	60	ABC	A	16	206 204	A	16.2	30	1358	1617	751 257	835	237	437	406	413	340	480	168	294	263	254	159	170	89	132	116
		10.00 - 10.30				99	99	B	15.8	28	1324	1663	710 266	788	254	440	398	366	299	494	178	306	279	231	155	209	114	172	131
		10.30 - 11.00						A	16.3	29	1366	1632	754 244	834	228	434	404	417	345	477	164	297	265	252	158	178	92	143	125
								A	16.0	30	1341	1603	752 270	840	247	440	407	412	338	484	173	294	261	254	160	159	85A	120	109
FIRST CAMERA																													
SUN.		7.00P	60	NBC	DN	20	166 164	A	4.9	8	411	1401	585 177A	655	177A	334	320	307	297	559	122A	255A	248A	322	265A	53V	17V	134A	58V
		7.00 - 7.30				87	88	B	6.7	11	561	1691	677 273	739	208	378	389	360	305	646	186	350	345	333	243	134	60	172	123
		7.30 - 8.00						A	5.1	8	427	1379	576 186A	651	173A	344	315	307	287	574	146A	261A	239A	310	265A	39V	LT	115A	31V
								A	4.7	7	394	1401	589 162A	647	182A	317	311	294A	305	538	97A	247A	255A	332	263A	61V	23V	155A	89A
FOUR SEASONS																													
2 SUN.		8.30P	30	CBS	CS	1	200	A	14.2	22	1190	1534	770 333	867	228	440	440	430	372	522	165A	261	255	259	199	35V	19V	110A	92A
						99	99	B	14.2	22	1190	1534	770 333	867	228	440	440	430	372	522	165	261	255	259	199	35	19	110	92
FR MOVIE OF THE WEEK-NBC(S)																													
1 FRI.		8.00P	120	NBC	FF	186	96	A	11.0	18	922	1877	557 263	618	235A	364	336	268	212A	652	286	447	396	296	156A	270	156A	337	232A
		8.00 - 8.30						A	9.6	16	804	1869	565 256A	648	222A	368	338	295	226A	617	185A	353	376	338	200A	248A	141A	356	250A
		8.30 - 9.00						A	10.2	17	855	2013	595 288	641	234A	357	324	260A	232A	693	290	473	403	324	173A	259A	149A	420	271
		9.00 - 9.30						A	11.8	18	989	1787	504 249	555	237	337	324	225A	180A	647	336	464	389	250	131A	275	151A	310	201A
		9.30 - 10.00						A	12.4	19	1039	1849	566 257	633	246	394	355	296	211A	649	307	479	407	288	135A	294	176A	273	210A
FOUL UPS, BLEEPERS-BLUNDERS																													
TUE.		8.00P	30	ABC	U	6	206 203	A	12.6	18	1056	1740	710 261	786	249	449	440	348	252	679	213	416	388	353	212	105A	53A	170	76A
						99	99	B	16.7	24	1399	1842	710 304	811	300	499	427	350	249	593	222	390	325	273	175	192	120	246	145
GIMME A BREAK																													
THU.		8.00P	30	NBC	CS	19	196 189	A	15.8	24	1324	1989	741 221	837	272	497	440	362	296	511	189	336	285	212	157	236	152	405	252
						98	97	B	15.3	23	1282	1926	733 261	850	283	470	410	359	328	500	177	285	264	217	173	218	135	358	244

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64			55+																	
EVENING CONT'D																																												
GRAMMY AWARDS(S)						204		A	30.8	45	2581	2002	766	372	921	422	662	532	384	209	564	302	440	332	220	92	317	187	200	152														
2	TUE.	8.00P	201	CBS	AC		99		A	28.3	39	2372	2028	739	332	882	387	596	471	355	245	554	278	410	292	221	112	305	183	287	210													
		8.00 - 8.30							A	31.0	41	2598	2132	764	368	928	429	663	521	379	213	584	318	456	322	219	96	341	207	279	215													
		8.30 - 9.00							A	33.1	44	2774	2155	774	391	937	441	685	556	377	200	591	302	470	382	246	82	354	210	273	213													
		9.30 - 10.00							A	33.6	46	2816	2066	780	380	930	415	665	553	403	205	581	296	459	366	242	89	351	211	204	152													
		10.00 - 10.30							A	32.6	49	2732	1911	767	386	913	426	672	541	388	189	554	314	447	330	212	84^	295	171	149	112													
		10.30 - 11.00							A	29.4	47	2464	1879	780	379	944	435	692	554	405	194	537	291	415	307	209	97	308	171	90^	63^													
		11.00 - 11.30							A	26.1	48	2187	1719	752	348	906	411	643	528	378	218	526	314	410	293	172	91^	226	131	61^	42^													
HARDCASTLE & MCCORMICK						19	203	A	17.2	26	1441	1899	650	256	727	207	389	380	347	281	767	325	555	465	349	184	204	69^	201	148^														
2	SUN.	8.00P	60	ABC	A		99		B	17.2	25	1441	1971	709	310	785	286	513	471	387	225	765	310	550	483	378	173	175	71	246	157													
		8.00 - 8.30							A	16.1	25	1349	1895	637	244	708	208	379	369	337	273	761	320	549	460	350	180	212	71^	214	149^													
		8.30 - 9.00							A	18.3	28	1534	1897	658	265	740	201	392	389	357	287	770	328	553	471	347	186	200	69^	187	146^													
HART TO HART						18	205	A	11.4	18	955	1484	663	238	793	230	371	369	359	333	589	210	328	322	262	237	56^	15^	46^	25^														
TUE.		10.00P	60	ABC	PD		99		B	16.0	26	1341	1557	736	308	836	312	519	464	395	250	539	205	349	314	259	155	116	72	66	40													
		10.00 - 10.30							A	11.5	18	964	1472	662	236	784	229	372	379	351	324	583	196	319	323	277	233	57^	17^	48^	27^													
		10.30 - 11.00							A	11.4	19	955	1475	656	235	792	230	366	357	363	336	586	221	331	311	244	239	55^	12^	42^	20^													
HILL STREET BLUES						19	208	A	17.4	28	1458	1761	693	329	763	386	564	500	320	141^	821	352	650	572	409	148^	102^	18^	75^	63^														
2	THU.	10.00P	60	NBC	OP		99		B	17.8	29	1492	1682	704	297	770	334	558	500	355	175	764	370	584	513	328	147	95	38	53	38													
		10.00 - 10.30							A	17.4	27	1458	1778	704	342	775	398	569	508	320	139^	830	350	663	579	422	144^	102^	13^	71^	60^													
		10.30 - 11.00							A	17.3	28	1450	1744	685	316	754	375	560	492	321	145^	815	358	639	569	396	152^	99^	21^	76^	66^													
HOTEL																				19	204	A	20.6	37	1726	1520	788	276	920	292	458	416	447	370	496	144	258	236	257	190	70	49^	34^	22^
1	WED.	10.39P	60	ABC	GD		99		B	21.9	37	1835	1533	810	304	900	282	495	461	445	333	506	170	290	265	249	178	80	51	47	29													
2	WED.	10.00P	60																																									
		10.00 - 10.30							A	22.1	36	1852	1483	752	272	843	258	393	417	407	337	507	146	255	243	272	176	99^	73^	34^	19^													
		10.30 - 11.00							A	20.7	36	1735	1507	797	294	919	289	455	423	451	368	482	136	247	231	253	183	76	52^	30^	24^													
		11.00 - 11.30							A	19.4	38	1626	1590	818	275	1004	325	519	413	482	418	510	154	276	235	250	216	35^	28^	41^	22^													
		11.30 - 12.00							A	18.4	42	1542	1482	779	237	932	323	501	398	458	342	488	156	277	270	241	184	39^	17^	23^	23^													
JEFFERSONS						15	198	A	17.2	26	1441	1798	720	261	780	227	414	392	345	305	574	207	334	299	260	182	249	76^	195	161														
2	SUN.	9.00P	30	CBS	CS		99		B	18.8	27	1575	1668	765	293	857	255	417	385	365	382	510	163	263	233	222	212	138	71	163	113													
KNIGHT RIDER						19	208	A	16.4	25	1374	2128	634	269	753	302	524	417	341	191	694	238	511	481	379	154^	252	143^	429	255														
2	SUN.	8.00P	60	NBC	A		99		B	18.0	26	1508	2133	678	263	759	290	499	443	343	218	678	264	477	416	326	164	253	114	443	294													
		8.00 - 8.30							A	15.2	24	1274	2136	617	281	743	297	528	406	335	190	703	242	521	481	382	162^	257	150^	433	260													
		8.30 - 9.00							A	17.6	27	1475	2114	650	259	761	306	520	427	345	193	680	234	499	480	375	145^	246	136^	427	251													
KNOTS LANDING						21	201	A	21.0	34	1760	1588	815	332	962	371	533	476	383	361	448	181	271	244	205	145	117	74	61^	42^														
THU.		10.00P	60	CBS	GD		99		B	20.6	34	1726	1558	847	309	963	358	544	474	401	355	422	167	259	226	188	138	103	66	70	46													
		10.00 - 10.30							A	21.1	33	1768	1618	825	335	971	379	546	481	382	359	462	189	281	254	207	148	122	73	63^	42^													
		10.30 - 11.00							A	20.7	35	1735	1566	813	332	961	368	526	473	386	365	434	172	262	234	202	140	109	73	62^	42^													
LEGMEN						1	168	A	6.9	11	578	1715	586	162^	596	166^	314^	319^	348^	190^	691	298^	557	499	366^	87^	94^	78^	334^	231^														
2	FRI.	9.00P	60	NBC	PD		90		B	6.9	11	578	1715	586	162	596	166	314	319	348	190	691	298	557	499	366	87	94	78	334	231													
		9.00 - 9.30							A	6.9	11	578	1723	595	152^	605	180^	310^	312^	332^	203^	667	272^	534	496	369^	86^	107^	76^	344^	249^													
		9.30 - 10.00							A	6.9	11	578	1689	573	166^	583	150^	312^	321^	360^	176^	707	317^	572	501	362^	86^	80^	80^	319^	207^													
LIFES-EMBARASSING MOMENTS(S)						199		A	14.5	22	1215	1860	620	256	755	247	459	413	365	238	679	233	445	388	346	201	190	75^	236	139^														
1	THU.	8.00P	60	ABC	U		99																																					
		8.00 - 8.30							A	13.8	21	1156	1777	590	235	725	236	433	380	339	237	668	235	432	375	323	204	169^	63^	215	126^													
		8.30 - 9.00							A	15.3	23	1282	1917	644	273	776	251	477	439	389	238	680	228	450	397	364	193	208	87^	253	151^													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																															
LONE STAR(S)						190		A	8.7	16	729	1929	705	470	824	346	461	413	320	289	764	349	511	351	326	201	137	35	204	119	
2 SAT. 10.00P 60 NBC OP						94		A	9.1	17	763	1881	715	508	816	376	476	421	301	274	715	316	474	354	320	194	129	38	221	126	
10.00 - 10.30								A	8.4	16	704	1945	679	418	813	307	435	395	333	300	804	382	543	342	324	203	146	30	182	110	
10.30 - 11.00																															
LOTTERY						1	186	A	12.0	18	1006	1579	805	270	924	343	513	508	375	337	481	148	279	257	248	175	130	59	44	28	
2 THU. 9.00P 60 ABC A						97		B	12.0	18	1006	1579	805	270	924	343	513	508	375	337	481	148	279	257	248	175	130	59	44	28	
9.00 - 9.30								A	11.3	17	947	1656	821	281	922	336	508	503	374	351	527	164	308	289	272	190	138	62	69	38	
9.30 - 10.00								A	12.8	19	1073	1491	784	256	916	346	513	509	373	319	437	131	250	227	227	161	118	54	20	20	
LOVE BOAT						20	203	A	19.1	32	1601	1625	704	248	829	210	372	343	349	405	457	130	234	223	208	192	169	101	170	108	
SAT. 9.00P 60 ABC CS						99	98	B	20.0	33	1676	1723	765	271	853	245	417	388	367	381	509	164	283	252	227	195	169	104	192	137	
9.00 - 9.30								A	18.7	31	1567	1615	691	240	819	204	367	333	347	400	447	128	229	220	200	190	165	97	184	111	
9.30 - 10.00								A	19.6	33	1642	1624	714	253	835	215	374	350	349	407	461	131	237	222	215	192	171	104	157	105	
MAGNUM, P.I.						21	205	A	21.5	32	1802	1902	720	271	823	272	439	392	357	340	643	224	386	339	324	219	182	75	254	165	
THU. 8.00P 60 CBS PD						99	99	B	22.4	34	1877	1799	745	268	819	249	423	398	379	340	633	220	382	336	304	214	151	56	196	124	
8.00 - 8.30								A	20.1	31	1684	1901	714	281	814	261	428	384	357	342	639	215	378	326	323	226	194	78	254	167	
8.30 - 9.00								A	23.0	34	1927	1890	721	261	824	282	446	395	353	334	642	228	391	346	325	213	171	70	253	164	
MAMA'S FAMILY						8	189	A	12.2	21	1022	1874	810	289	834	302	493	489	380	270	577	249	386	320	245	160	162	68	301	194	
SAT. 9.30P 30 NBC CS						98	95	B	12.7	21	1064	1818	743	273	810	287	456	414	356	298	544	202	324	295	251	180	203	110	261	201	
MASTER OF THE GAME PT.2(S)						201		A	27.7	40	2321	1698	851	321	901	226	407	402	455	416	618	145	279	314	331	271	101	38	78	39	
1 MON. 8.00P 181 CBS GD						99		A	25.1	36	2103	1792	860	309	911	228	407	400	448	434	668	172	319	337	339	288	102	36	111	55	
8.00 - 8.30								A	26.7	37	2237	1753	856	325	909	229	415	398	452	429	646	162	298	329	336	281	106	36	92	40	
8.30 - 9.00								A	27.7	39	2321	1766	855	318	909	235	411	407	445	418	656	174	311	328	340	276	110	45	91	51	
9.00 - 9.30								A	28.3	41	2372	1677	840	318	889	220	396	394	448	414	598	120	261	316	339	266	103	37	87	41	
9.30 - 10.00								A	29.0	43	2430	1583	850	330	895	216	406	404	467	407	556	105	227	280	315	260	82	35	50	22	
10.00 - 10.30								A	29.6	47	2480	1637	852	330	900	236	417	411	463	399	594	136	258	303	325	262	101	35	42	21	
10.30 - 11.00																															
MASTER OF THE GAME PT.3(S)						201		A	28.2	42	2363	1642	819	312	878	249	423	379	425	389	595	174	294	299	294	240	104	60	65	31	
1 TUE. 8.00P 180 CBS GD						99		A	25.1	36	2103	1654	782	294	854	239	384	336	392	410	584	177	281	286	270	240	142	58	74	43	
8.00 - 8.30								A	26.9	38	2254	1641	802	306	867	250	415	353	405	397	576	178	273	276	267	241	126	61	72	37	
8.30 - 9.00								A	28.0	40	2346	1640	811	315	866	236	416	364	418	392	591	169	277	293	285	250	97	63	86	34	
9.00 - 9.30								A	28.9	43	2422	1670	833	335	888	244	436	390	434	390	610	174	304	314	307	246	96	59	76	30	
9.30 - 10.00								A	30.0	47	2514	1638	847	315	902	265	447	418	446	373	608	175	315	316	317	233	86	58	42	18	
10.00 - 10.30								A	30.3	51	2539	1604	834	304	888	259	434	404	443	378	587	167	306	305	308	228	83	57	46	24	
10.30 - 11.00																															
MASTER						1	177	A	10.1	17	846	1855	703	234	703	212	379	406	367	241	676	249	522	469	371	127	143	82	333	204	
2 FRI. 8.00P 60 NBC A						95		B	10.1	17	846	1855	703	234	703	212	379	406	367	241	676	249	522	469	371	127	143	82	333	204	
8.00 - 8.30								A	9.9	17	830	1801	688	240	688	189	353	380	364	254	649	218	488	459	369	134	148	83	316	205	
8.30 - 9.00								A	10.4	17	872	1872	706	224	706	227	395	421	363	229	687	271	541	472	366	118	135	79	344	200	
MATT HOUSTON						17	202	A	15.9	27	1332	1599	722	218	752	224	419	440	421	257	646	230	415	408	318	187	117	64	84	65	
FRI. 10.00P 60 ABC PD						99	98	B	15.6	27	1307	1652	719	267	773	252	484	466	413	238	606	216	397	369	309	168	141	67	132	95	
10.00 - 10.30								A	15.4	26	1291	1592	714	200	745	224	412	433	408	258	649	227	422	410	323	188	106	61	92	71	
10.30 - 11.00								A	16.4	28	1374	1595	727	230	754	225	423	446	427	255	640	232	409	402	312	187	125	66	76	59	
MIKE HAMMER						5	189	A	16.3	30	1366	1624	696	222	734	158	390	383	417	284	698	194	453	419	410	208	100	57	92	77	
2 SAT. 10.00P 60 CBS PD						98		B	15.2	27	1274	1645	668	258	717	204	408	414	378	255	692	233	456	421	366	202	116	50	120	87	
10.00 - 10.30								A	16.3	30	1366	1610	694	213	739	164	401	388	412	285	686	184	442	409	409	206	95	52	90	74	
10.30 - 11.00								A	16.3	31	1366	1631	697	230	729	152	378	378	420	284	710	206	465	428	411	209	100	61	92	79	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. % SHARE	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL M.					
EVENING CONT'D																															
NBC NEWS DIGEST-M-F						109	176	171	A	12.8	19	1073	1825	661	234	746	268	423	394	323	264	573	210	365	317	264	181	191	90	315	200
1 MTUTH 8.58P						1	NBC	N																							
1 WED. 9.28P						1																									
1 FRI. 9.03P						1																									
2 M-F 8.58P						1																									
NBC NEWS DIGEST-2-M-F						52	179	169	A	10.4	15	872	1617	694	264	741	251	425	443	365	232	640	270	435	380	285	161	118	57^	118	79
1 MON. 9.45P						2	NBC	N																							
1 WED. 10.28P						1																									
1 FRI. 9.58P						1																									
2 TUE. 9.57P						2																									
NBC NEWS DIGEST-SAT						22	165	174	A	11.6	19	972	1939	681	225	754	194	409	413	362	287	500	182	312	295	252	132	191	86^	494	314
SAT. 8.58P						1	NBC	N																							
NBC NEWS DIGEST-SUN						22	179	183	A	10.5	15	880	1997	688	261	859	328	548	413	361	276	657	226	411	395	307	196	198	112^	283	171
1 SUN. 9.16P						1	NBC	N																							
2 SUN. 8.58P						1																									
NBC NEWS DIGEST-2-SUN.						13	185	188	A	9.2	13	771	1565	735	306	841	240	456	389	432	353	565	221	395	334	247	159	92^	52^	67^	35^
1 SUN. 10.02P						1	NBC	N																							
2 SUN. 9.40P						1																									
NBC NIGHTLY NEWS-SAT.						19	162	156	A	7.6	15	637	1344	638	242	682	101^	269	301	328	371	581	96^	236	234	247	308	21^	15^	60^	48^
SAT. 6.30P						30	NBC	N																							
NBC NIGHTLY NEWS-SUN						9	171	170	A	7.8	14	654	1538	703	223	737	108^	329	366	454	335	621	111^	248	325	387	247	71^	14^	109^	64^
SUN. 6.30P						30	NBC	N																							
NBC NIGHTLY NEWS						109	205	206	A	10.8	19	905	1544	694	192	752	148	299	292	341	419	637	157	319	278	292	287	61^	24^	94	61^
M-F 6.30P						30	NBC	N																							
NBC SUNDAY NIGHT MOVIE						16	201		A	10.5	15	880	1757	725	271	877	314	532	392	346	336	608	225^	348	330	211^	221^	165^	92^	107^	61^
1 SUN. 8.00P						180	NBC	FF																							
8.00 - 8.30									B	17.1	26	1433	1803	736	296	820	297	521	467	392	249	685	274	473	411	327	167	181	80	117	72
8.30 - 9.00									A	8.8	12	737	1881	744	254^	900	311^	488	376	316	388	653	196^	373	359	252^	250^	163^	96^	165^	92^
9.00 - 9.30									A	9.7	13	813	1866	725	287	912	352	519	364	293	371	621	197^	352	347	241^	228^	175^	94^	158^	83^
9.30 - 10.00									A	10.7	14	897	1882	750	260	919	341	574	424	352	333	649	250^	371	352	218^	231^	194^	98^	120^	71^
10.00 - 10.30									A	10.8	15	905	1738	747	270	911	312	570	418	371	341	577	220^	332	316	198^	211^	157^	87^	93^	46^
10.30 - 11.00									A	11.4	16	955	1623	681	269	817	284	505	367	348	312	593	231^	341	311	208^	218^	144^	75^	69^	47^
NEW SHOW						7	179		A	8.8	16	737	1735	581	182^	605	239^	397	347	307^	171^	682	373	549	421	290^	106^	143^	70^	305^	209^
2 FRI. 10.00P						60	NBC	GV																							
10.00 - 10.30									B	8.3	14	696	1778	623	313	698	328	503	418	299	160	672	340	510	487	288	110	188	81	220	161
10.30 - 11.00									A	9.0	15	754	1694	582	178^	603	234^	389	354	304^	178^	659	364	527	417	281^	103^	126^	60^	306^	199^
NEWHART						17	203		A	13.9	19	1165	1669	827	242	893	267	464	467	402	367	588	199^	287	302	277	237	112^	42^	76^	50^
2 MON. 9.30P						30	CBS	CS																							
NEWSBREAK-M-F						109	183	183	A	18.8	27	1575	1800	745	287	834	277	452	403	366	328	585	209	342	314	276	199	174	92	207	135
1 MON. 8.52P						2	CBS	N																							
1 TUE. 8.53P						2			B	15.9	23	1332	1795	751	252	831	259	420	385	357	360	560	191	316	287	258	210	151	72	253	157
1 WED. 9.15P						1																									
TH & F 8.58P						1																									
CONT'D																															

[illegible]

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																							
ST. ELSEWHERE-CONT'D																																							
10.30 - 11.00																		A 14.1	24	1182	1569	748	273	816	357	573	541	356	191	602	263	430	413	266	136	123	33^	28^	17^
11.00 - 11.30																		A 13.0	26	1089	1388	643	270	733	301	501	465	336	186^	534	201^	336	362	262	140^	109^	42^	12^	17^
SCARECROW & MRS. KING 17 203																		A 19.4	27	1626	1652	685	270	781	211	363	395	359	357	542	145	305	299	288	200	153	85^	176	125^
2 MON. 8.00P 60 CBS GD 99																		B 18.9	28	1584	1804	770	289	864	279	465	439	388	343	543	181	322	294	261	189	177	93	220	142
8.00 - 8.30																		A 19.3	27	1617	1638	679	275	775	218	367	395	351	349	537	144	306	302	282	193	143	79^	183	131^
8.30 - 9.00																		A 19.4	26	1626	1667	697	267	792	207	362	397	370	367	545	145	302	297	295	206	160	89^	170	120^
SILVER SPOONS 17 192																		A 14.7	25	1232	1977	692	227	757	251	443	393	310	285	553	270	401	320	263	121^	189	66^	478	330
2 SAT. 8.30P 30 NBC CS 96																		B 15.1	25	1265	2029	693	240	758	259	426	373	323	288	518	187	313	290	243	159	273	145	480	332
SIMON & SIMON 21 205 199																		A 24.2	36	2028	1748	759	245	848	281	468	425	374	325	601	204	381	346	308	187	130	60	169	117
THU. 9.00P 60 CBS PD 99 99																		B 23.8	36	1994	1714	766	259	843	274	469	430	392	319	612	213	378	338	298	198	134	54	125	82
9.00 - 9.30																		A 23.2	35	1944	1781	763	250	850	282	465	421	372	331	611	206	388	354	319	189	132	59^	188	130
9.30 - 10.00																		A 25.1	38	2103	1719	758	242	847	284	473	431	376	318	590	201	371	337	296	184	128	59	154	104
60 MINUTES 24 207 206																		A 23.9	38	2003	1584	738	275	795	165	333	356	399	385	659	171	304	339	338	266	59	29^	71	49^
SUN. 7.00P 60 CBS DN 99 99																		B 24.7	38	2070	1639	725	285	780	185	349	349	375	369	698	194	356	353	344	281	84	40	77	49
7.00 - 7.30																		A 23.0	37	1927	1553	735	261	781	149	308	343	395	393	657	160	295	334	344	270	50^	22^	65	45^
7.30 - 8.00																		A 24.8	38	2078	1606	740	287	804	176	352	368	402	377	658	180	313	342	332	260	67	36^	77	52^
SPECIAL MOVIE PRSNT-SAT(S) 197																		A 15.5	28	1299	1779	687	327	756	268	448	448	377	228	747	284	521	510	378	180	184	33^	92^	72^
1 SAT. 9.00P 154 CBS FF 99																																							
9.00 - 9.30																		A 15.0	25	1257	1875	674	308	744	272	411	406	347	240	823	319	553	512	416	212	164^	21^	144^	99^
9.30 - 10.00																		A 14.7	25	1232	1907	701	330	771	279	443	438	377	237	826	334	578	528	402	206	156^	23^	154^	116^
10.00 - 10.30																		A 16.0	29	1341	1902	748	389	831	321	527	483	402	236	772	304	536	559	375	175	212	48^	87^	70^
10.30 - 11.00																		A 15.9	30	1332	1671	669	320	732	269	466	449	368	204	695	261	493	500	354	158^	189	37^	55^	55^
11.00 - 11.30																		A 16.5	33	1383	1580	645	293	699	203	395	456	388	217	651	212	460	467	359	155^	197	27^	33^	33^
SPECIAL MOVIE PRSNT-SUN(S) 203																		A 25.1	35	2103	2416	626	297	739	364	553	486	312	140	857	449	686	553	370	118	267	83^	553	357
1 SUN. 8.00P 180 CBS FF 99																																							
8.00 - 8.30																		A 25.3	35	2120	2388	657	291	755	356	538	478	318	174	814	397	607	482	367	155	234	91^	585	386
8.30 - 9.00																		A 26.0	35	2179	2471	650	301	754	374	564	491	313	151	823	403	638	512	376	133	257	89^	637	415
9.00 - 9.30																		A 26.4	36	2212	2413	634	302	753	369	569	499	323	138	844	429	678	552	379	111	259	73^	557	361
9.30 - 10.00																		A 25.9	35	2170	2393	594	298	710	363	540	467	292	126	868	464	710	572	368	107	272	87^	543	346
10.00 - 10.30																		A 25.4	36	2129	2430	603	291	717	360	544	477	304	126	902	511	744	600	354	107^	294	83^	517	323
10.30 - 11.00																		A 21.7	33	1818	2369	621	302	739	367	554	486	315	133	895	504	756	595	356	99^	278	72^	457	303
SUPER NIGHT-ROCK-N-ROLL(S) 199																		A 12.4	18	1039	1668	643	272	723	298	468	442	310	181^	654	357	542	457	258	92^	200^	61^	91^	58^
1 MON. 9.00P 120 NBC PC 99																																							
9.00 - 9.30																		A 14.4	20	1207	1698	676	316	760	297	473	445	322	208	632	316	484	420	258	122^	203	67^	103^	61^
9.30 - 10.00																		A 12.8	18	1073	1722	661	281	744	290	472	452	315	201^	678	377	561	472	255	105^	192^	64^	108^	72^
10.00 - 10.30																		A 11.8	18	989	1622	611	240	695	306	467	434	295	159^	649	355	558	472	266	71^	204^	61^	74^	47^
10.30 - 11.00																		A 10.5	17	880	1615	614	239^	683	310	468	438	295	142^	667	396	589	478	251^	57^	193^	46^	72^	45^
SUZANNE PLESHETTE SHOW 1 199																		A 16.7	26	1399	1497	755	321	842	195	381	401	421	397	515	139^	231	247	270	206	52^	24^	88^	77^
2 SUN. 8.00P 30 CBS CS 99																		B 16.7	26	1399	1497	755	321	842	195	381	401	421	397	515	139	231	247	270	206	52	24	88	77
T.J. HOOKER 20 200 200																		A 15.9	27	1332	1687	707	243	798	192	373	364	417	353	568	194	320	301	263	210	149	73^	172	80^
SAT. 8.00P 60 ABC OP 99 99																		B 16.5	28	1383	1781	728	268	803	208	392	386	394	351	625	175	335	313	317	251	136	63	217	142
8.00 - 8.30																		A 14.9	26	1249	1697	707	240	794	190	370	366	419	350	580	197	332	309	268	212	152	79^	171	81^
8.30 - 9.00																		A 17.0	29	1425	1658	700	243	791	192	373	358	412	350	552	189	307	290	255	207	143	65^	172	79^

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
TV ACADEMY HALL OF FAME(S)						205		A	10.0	16	838	1624	721	260	804	175	380	375	447	364	635	213	444	441	361	117	112	59	73	50	
2 SUN. 9.00P 120 NBC AC						99		A	10.4	16	872	1578	686	293	745	177	415	400	435	295	640	235	482	450	355	112	86	67	107	56	
9.00 - 9.30								A	10.7	16	897	1657	765	310	842	197	433	424	483	355	633	230	466	421	345	124	113	55	69	34	
9.30 - 10.00								A	9.8	16	821	1631	724	218	816	157	348	354	448	395	612	203	405	430	342	113	140	64	63	33	
10.00 - 10.30								A	9.1	16	763	1613	706	205	805	165	305	310	413	413	652	178	413	466	406	118	105	44	51	51	
10.30 - 11.00																															
TV BLOOPERS & PRAC. JOKES						8	205	205	A	19.9	28	1668	1817	707	311	791	305	460	409	318	266	599	216	383	360	302	183	211	93	216	118
MON. 8.00P 60 NBC CV						99	99	B	20.7	29	1735	1878	703	272	787	308	475	428	338	248	628	239	408	370	302	177	214	98	249	163	
8.00 - 8.30								A	19.6	28	1642	1834	723	322	807	297	455	407	327	284	600	207	376	351	306	189	206	92	221	124	
8.30 - 9.00								A	20.2	28	1693	1797	689	300	773	313	462	411	307	245	602	225	390	370	298	178	214	94	208	111	
TV CENSORED BLOOPERS #7(S)						194		A	15.8	26	1324	1797	663	263	694	270	408	386	314	216	739	245	516	542	442	164	203	65	161	102	
1 FRI. 10.00P 60 NBC CV						99		A	15.7	25	1316	1791	686	275	708	258	423	414	337	213	707	207	471	544	450	163	208	79	168	109	
10.00 - 10.30								A	16.0	26	1341	1782	633	248	672	278	391	353	291	215	757	274	551	535	432	162	200	50	153	94	
10.30 - 11.00																															
THAT'S INCREDIBLE						18	201	A	16.9	23	1416	2037	747	272	870	263	500	485	434	295	585	123	292	330	328	216	118	53	464	305	
2 MON. 8.00P 60 ABC PV						98		B	15.0	22	1257	1913	657	280	725	230	407	367	323	268	665	233	401	348	300	218	196	77	327	231	
8.00 - 8.30								A	15.3	22	1282	2028	701	246	820	223	444	436	420	303	610	127	302	339	333	231	126	53	472	304	
8.30 - 9.00								A	18.5	25	1550	2036	785	292	908	298	542	525	444	287	559	116	281	322	319	201	113	51	456	305	
THREE'S COMPANY						18	204	A	13.9	19	1165	1728	709	261	774	268	404	401	330	282	601	197	339	313	292	222	201	87	152	101	
TUE. 9.00P 30 ABC CS						99	99	B	17.2	25	1441	1803	695	272	790	319	496	409	332	242	552	219	354	311	245	159	236	141	225	160	
TRAPPER JOHN, M.D.						17	201	A	18.9	32	1584	1472	679	235	767	226	409	377	360	290	513	164	289	276	241	195	109	45	83	66	
2 SUN. 10.00P 60 CBS GD						99		B	17.2	28	1441	1474	750	266	846	252	408	378	363	384	482	161	265	235	218	186	86	46	60	44	
10.00 - 10.30								A	18.5	30	1550	1504	689	243	777	221	409	387	373	296	522	179	301	281	237	191	123	46	82	67	
10.30 - 11.00								A	19.3	34	1617	1436	666	226	753	231	407	368	346	282	501	148	274	273	244	198	99	44	83	63	
20/20						20	201	A	16.3	27	1366	1578	764	268	811	218	457	490	441	271	679	221	420	396	342	204	59	18	29	20	
THU. 10.00P 60 ABC DN						99	99	B	14.2	23	1190	1532	715	264	765	201	416	413	418	284	636	187	361	361	329	215	86	40	45	30	
10.00 - 10.30								A	17.0	27	1425	1582	763	272	807	223	453	488	431	270	688	228	434	403	350	196	54	16	33	22	
10.30 - 11.00								A	15.6	26	1307	1567	759	262	810	210	461	491	453	269	666	211	403	390	336	209	65	19	26	20	
WE GOT IT MADE						8	183	A	11.7	20	980	1864	766	252	792	266	499	473	392	241	541	256	379	310	214	136	183	81	348	216	
SAT. 9.00P 30 NBC CS						96	94	B	12.4	20	1039	1867	703	253	772	273	456	400	351	267	540	213	344	302	252	157	240	127	315	229	
WEBSTER						19	202	A	18.4	30	1542	1881	773	257	854	301	483	444	372	310	491	158	288	292	241	176	190	104	346	206	
FRI. 8.30P 30 ABC CS						99	97	B	17.7	29	1483	1803	763	302	860	301	498	443	377	312	494	171	296	279	228	166	168	96	281	191	
WHIZ KIDS						5	188	A	10.0	17	838	2093	699	331	699	262	375	337	320	238	766	377	546	442	262	194	375	65	253	190	
1 SAT. 8.00P 60 CBS A						94		B	9.6	16	804	2013	682	273	753	264	427	360	342	274	668	298	465	394	272	177	246	69	346	225	
8.00 - 8.30								A	9.7	17	813	1954	643	269	643	207	328	345	313	237	672	291	448	416	247	199	385	65	254	183	
8.30 - 9.00								A	10.2	17	855	2232	755	390	755	315	420	335	328	239	855	462	643	467	273	187	368	67	254	196	
WONDERFUL TV GAME SHOWS(S)						201		A	14.6	23	1223	1635	700	229	747	293	456	415	347	237	675	304	459	348	286	200	176	82	37	4	
2 MON. 10.00P 60 NBC GV						99		A	15.2	23	1274	1641	704	238	751	294	456	420	344	246	671	294	455	353	292	198	183	86	36	LT	
10.00 - 10.30								A	14.1	23	1182	1603	686	218	731	287	449	406	343	222	670	311	456	338	275	198	166	77	36	8	
10.30 - 11.00																															
YELLOW ROSE						15	200	A	10.5	19	880	1508	790	246	843	226	383	452	457	335	510	152	297	333	279	162	76	50	79	63	
1 SAT. 10.00P 60 NBC GD						97		B	10.4	18	872	1568	709	248	790	249	428	402	375	304	577	152	301	309	323	215	112	54	89	68	
10.00 - 10.30								A	10.4	19	872	1519	782	255	838	234	393	462	446	320	500	157	302	334	271	151	89	63	92	72	
10.30 - 11.00								A	10.5	20	880	1503	799	238	850	216	374	448	473	350	520	149	293	333	287	172	67	40	66	52	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11														
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+															
*LATE FRINGE																																								
ABC NEWS:NIGHTLINE														7	191	190	A	6.2	17	520	1258	540	163	615	157	292	259	310	279	577	185	304	284	260	233	35^	23^	31^	25^	
1 TUTHF 11.30P 30 ABC N														96	96		B	6.2	17	520	1258	540	163	615	157	292	259	310	279	577	185	304	284	260	233	35	23	31	25	
2 MWTHF 11.30P 30																																								
ABC NEWS:NIGHTLINE-MON(S)														192			A	2.7	11	226	1664	654	49v	654	49v	212v	377^	429	277^	549	40v	112v	275^	464	274^	27v	LT	434^	306^	
1 MON. 12.07A 30 ABC N														96																										
ABC NEWS:NIGHTLINE-WED(B)														190			A	4.2	15	352	1156	687	210^	795	321^	400	405^	334	236^	321	113v	159v	159v	182	162v	40v	40v	LT	LT	
1 WED. 12.09A 30 ABC N														96																										
ABC NEWS:NIGHTLINE-TUE(S)														190			A	3.0	12	251	940	494	124v	494	36v	307	307^	351	187v	418	143v	211v	215v	72	203v	28v	LT	LT	LT	
2 TUE. 12.09A 30 ABC N														96																										
ABC WEEKEND REPORT-SAT.														21	160	158	A	4.9	10	411	1302	508	103^	552	99^	255	248^	316	278^	608	120^	392	387	393	182^	107^	88^	35v	35v	
SAT. 11.00P 15 ABC N														88	88		B	5.2	10	436	1217	549	199	602	158	294	293	298	242	489	132	265	257	260	187	79	35	47	45	
ABC WEEKEND REPORT-SUN.														22	168	170	A	5.0	12	419	1377	613	210^	730	179^	391	338	394	307	621	244^	408	384	274	181^	26v	24v	LT	LT	
1 SUN. 11.00P 15 ABC N														91	91		B	4.6	11	385	1259	569	171	608	197	362	377	321	189	592	214	385	337	290	173	46	21	13	LT	
2 SUN. 11.34P 15																																								
CAMPAIGN '84:IOWA CAUCUS(S)														176			A	7.3	22	612	1332	635	145^	656	83v	211	256^	380	366^	672	154^	301	333^	371	266^	LT	LT	LT	LT	
1 MON. 11.32P 33 CBS P														90																										
CAMPAIGN '84:N.H.PRIMARY(S)														180			A	6.6	22	553	1195	504	130^	609	94v	262	295^	345	298^	495	221^	314	302^	233	105v	91v	85v	LT	LT	
2 TUE. 11.52P 34 CBS P														91																										
CBS NEWS NIGHTWATCH-1														107	71	69	A	1.4	15	117	769	402	43v	410	103v	214	196^	205	128^	350	231^	239	196^	51v	86v	LT	LT	LT	LT	
1 TUTHSU 2.00A 30 CBS N														68	66		B	1.5	16	126	771	355	112	402	156	246	177	181	140	325	142	215	200	148	77	LT	LT	LT	LT	
1 WED. 2.09A 21																																								
2 MWTHSU 2.00A 30																																								
2 TUE. 2.26A 4																																								
CBS NEWS NIGHTWATCH-2														110	104	104	A	1.2	23	101	594	316	LT	356	89v	188	159^	169	138v	217	158^	178	139v	49v	LT	LT	LT	LT	LT	LT
1 MON. 2.35A 205 CBS N														89	89		B	1.3	25	109	658	298	77	351	114	209	158	159	126	287	125	191	166	132	80	LT	LT	LT	LT	
1 TU-THS 2.30A 210																																								
2 M-THSU 2.30A 210																																								
2.30 - 3.00																	A	1.6	22	134	866	395	52v	425	89v	224	194^	232	164^	403	246^	276	246^	127	75v	38v	LT	LT	LT	
3.00 - 3.30																	A	1.4	23	117	624	290	60v	299	43v	111	162^	223	111v	308	214^	231	171^	68v	59v	LT	LT	LT	LT	
3.30 - 4.00																	A	1.2	24	101	653	317	60v	366	139v	267	208^	178	79v	267	188^	218	178^	79v	49v	LT	LT	LT	LT	
4.00 - 4.30																	A	1.1	24	92	620	294	LT	392	152v	250	185^	163	120v	228	184^	184	163^	LT	LT	LT	LT	LT	LT	
4.30 - 5.00																	A	1.0	23	84	560	263	LT	358	155v	214	142v	108	120v	202	202^	202	107v	LT	LT	LT	LT	LT	LT	
5.00 - 5.30																	A	1.0	23	84	464	345	LT	440	96v	214	166v	166	178^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
5.30 - 6.00																	A	1.1	24	92	370	338	LT	338	LT	55v	87v	87v	251^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
CBS SUNDAY NEWS-OSGOOD														22	131	128	A	6.2	12	520	1392	540	250	605	140^	252	223^	258	282	628	277	412	302	281	187^	54v	34v	105^	64^	
SUN. 11.00P 15 CBS N														69	69		B	6.3	13	528	1295	684	248	753	177	308	334	351	375	476	141	254	218	241	191	35	19	31	19	
DAVID LETTERMAN I														88	183	183	A	2.7	15	226	1199	472	238^	543	247^	349	270	190	163^	589	421	479	227^	97^	92^	58v	LT	LT	LT	LT
1 MON. 12.55A 30 NBC GV														95	95		B	3.0	15	251	1270	515	201	604	276	384	271	207	184	595	362	472	293	169	104	47	LT	24	LT	
1 TU&TH 12.30A 30																																								
1 WED. 1.00A 30																																								
2 MWTH 12.30A 30																																								
2 TUE. 12.55A 30																																								
DAVID LETTERMAN II														88	184	184	A	2.0	14	168	1190	428	190^	494	179^	310	243^	202	155^	655	500	559	250^	101^	72v	36v	LT	LT	LT	LT
1 MON. 1.25A 30 NBC GV														95	96		B	2.2	14	184	1205	487	197	566	270	376	271	171	160	580	364	464	292	154	94	38	LT	LT	LT	LT
CONT'D																																								

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK # DAY		START TIME		DUR NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. SHARE % (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																				TOTAL		18-34		WOMEN 18-49		25-54		35-64		55+		TOTAL		18-34		MEN 18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL M.	
LATE FRINGE CONT'D																																															
DAVID LETTERMAN II-CONT'D																																															
1 TU&TH		1.00A		30																																											
1 WED.		1.30A		30																																											
2 MWTH		1.00A		30																																											
2 TUE.		1.25A		30																																											
DECISION '84-IOWA CAUCUS(S)										207		A		5.4 16		453		1311		687 313		724 176 340 316 323 335										587 194		397 348		314 190		LT LT		LT LT							
1 MON.		11.30P		25		NBC P		99																																							
DECISION '84-NEW HAMPSHIRE(S)										208		A		6.9 18		578		1339		582 99		582 142 274 278 294 264										679 285		493 308		293 186		56 29		22 22							
2 TUE.		11.30P		25		NBC P		99																																							
'84 VOTE:IA CAUCUS-11:30P(S)										200		A		5.2 16		436		1635		848 160		867 231 491 427 500 284										604 154		291 350		365 192		52 LT		112 24							
1 MON.		11.30P		37		ABC P		99																																							
		11.30 - 12.00																																													
		12.00 - 12.30																																													
'84 VOTE:NH PRIMRY-11:30P(S)										196		A		5.3 15		444		1187		591 153		590 49 252 297 404 282										593 237		363 329		192 227		LT LT		LT LT							
2 TUE.		11.30P		39		ABC P		97																																							
		11.30 - 12.00																																													
		12.00 - 12.30																																													
EYE ON HOLLYWOOD										7 126 125		A		2.1 7		176		1040		483 295		585 227 364 228 250 198										415 199		273 227		177 102		34 LT		LT LT							
1 TUE.		12.00M		30		ABC GV		71 70		B		2.1 7		176		1040		483 295		585 227 364 228 250 198										415 199		273 227		177 102		34 LT		LT LT									
1 THU.										12.00M		32																																			
1 FRI.										12.00M		31																																			
2 MWTH										12.00M		31																																			
2 FRI.										12.00M		30																																			
FRIDAY NIGHT VIDEOS										22 196 192		A		3.8 18		318		1129		411 210		455 245 342 299 166 94										381 151		259 233		211 66		224 161		69 69							
FRI.		12.30A		90		NBC PC		98 96		B		3.9 18		327		1369		462 197		534 294 415 315 181 92										536 353		440 302		148 65		226 121		73 65									
		12.30 - 1.00																																													
		1.00 - 1.30																																													
		1.30 - 2.00																																													
LATE MOVIE I										118 167 168		A		5.9 20		494		1140		570 147		595 146 296 329 338 234										475 146		271 278		266 151		43 32		27 20							
1 MON.		12.05A		67		CBS FF		88 88		B		6.5 21		545		1184		588 208		647 192 339 331 329 251										461 158		286 268		236 138		50 25		26 15									
1 TUE.		11.30P		67																																											
1 WED.		11.39P		69																																											
1 THU.		11.30P		68																																											
1 FRI.		11.30P		64																																											
2 M & TH		11.30P		68																																											
2 TUE.		12.26A		70																																											
2 WED.		11.30P		65																																											
2 FRI.		11.30P		70																																											
		11.30 - 12.00																																													
		12.00 - 12.30																																													
		12.30 - 1.00																																													
		1.00 - 1.30																																													
		1.30 - 2.00																																													
LATE MOVIE II										119 169 168		A		4.1 23		344		907		456 99		460 67 212 279 294 181										428 149		242 251		232 119		19 LT		LT LT							
1 MON.		1.12A		49		CBS FF		88 88		B		4.5 25		377		1056		502 189		552 170 306 301 292 190										446 167		279 261		229 125		42 21		16 LT									
1 TUE.		12.37A		44																																											
CONT'D																																															

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
														TOTAL	18-34	18-49	25-34	35-64	55+	TOTAL	18-34	18-49	25-34	35-64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
LATE FRINGE CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34					18-34					TEENS (12-17)	CHILDREN (2-11)								
											Avg. Aud. %	Avg. Share %			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
WEEKDAY DAYTIME CONT'D																																		
ANOTHER WORLD																																		
	M-F	2.00P	60	NBC	DD		106 203 203	99	99	A	5.6 18	469	1196	820 155	899 183	392 376	467 469			217 51^	73^ 63^	114^ 114^	43^ 15^	37^ 20^										
										B	5.7 19	478	1215	841 130	923 252	441 401	387 443			197 57	77 53	74 106	42 22	53 31										
		2.00 - 2.30								A	5.7 18	478	1203	824 158	896 184	401 385	467 458			227 54^	68^ 71^	119 117^	42^ 16^	38^ 21^										
		2.30 - 3.00								A	5.4 18	453	1181	826 142	902 181	381 367	465 483			199 49^	70^ 43^	97^ 114^	43^ 16^	37^ 20^										
AS THE WORLD TURNS																																		
	M-F	1.30P	60	CBS	DD		105 203 204	99	99	A	8.6 27	721	1304	869 140	938 232	416 391	373 467			257 76^	113 101	91 133	31^ 24^	78^ 26^										
										B	7.9 25	662	1291	840 142	922 240	391 366	379 469			246 84	117 93	86 121	43 26	80 25										
		1.30 - 2.00								A	8.4 25	704	1310	872 134	950 236	417 387	367 483			257 71^	106 101	94 136	30^ 25^	73^ 26^										
		2.00 - 2.30								A	8.9 28	746	1272	855 143	917 227	412 390	376 446			246 73^	111 98	86 127	27^ 20^	82 24^										
BENSON DAYTIME																																		
	M-F	11.00A	30	ABC	CS		99 185 185	91	91	A	4.2 16	352	1389	673 212	763 326	486 375	315 212			275 119^	179 133^	123^ 71^	89^ 51^	262 100^										
										B	4.0 16	335	1297	661 153	734 355	506 407	287 171			312 154	215 157	110 76	98 51	153 59										
CAPITOL																																		
	M-F	2.30P	30	CBS	DD		107 193 193	96	96	A	7.0 23	587	1274	814 139	874 248	442 408	354 384			236 79^	102 82^	76^ 134	54^ 32^	110 36^										
										B	6.4 21	536	1296	814 145	897 267	422 375	363 428			219 79	101 81	78 110	73 46	107 45										
CBS EARLY MORNING NEWS																																		
	M-F	6.30A	30	CBS	N		110 134 134	88	88	A	1.5 15	126	1032	476 117	492 111^	183^ 222^	175^ 254^			333^ 55^	174^ 245^	190^ 88^	64^ 17	143^ 17										
										B	1.4 15	117	974	471 109	499 134	233 229	205 218			375 85	179 176	172 177	42 17	58 17										
CBS MORNING NEWS 1																																		
	M-F	7.30A	30	CBS	N		110 193 193	98	98	A	3.3 15	277	1170	632 119^	661 100^	216 249	221 398			466 54^	119^ 152^	239 310	25^ 17	18^ 17										
										B	3.6 17	302	1284	623 133	655 114	238 253	279 371			521 113	212 215	250 284	43 17	65 33										
CBS MORNING NEWS 2																																		
	M-F	8.30A	30	CBS	N		109 194 194	99	99	A	3.7 15	310	1039	554 86^	577 62^	155^ 207	264 357			429 80^	180^ 203	229 223	17 17	19^ 17										
										B	3.9 17	327	1115	621 104	649 99	186 214	295 402			398 97	178 182	193 192	25 17	43 23										
DAYS OF OUR LIVES																																		
	M-F	1.00P	60	NBC	DD		99 99 99			A	7.1 22	595	1327	827 166	921 305	494 439	384 382			285 99	149 102	117 122	50 31	71 33										
		1.00 - 1.30								A	7.4 22	620	1358	836 220	912 276	482 451	436 394			332 111	161 141	153 133	64^ 30^	50^ 33^										
		1.30 - 2.00								A	7.8 23	654	1349	839 214	910 274	495 458	439 381			313 105	154 135	146 119	66^ 33^	60^ 31^										
DREAM HOUSE																																		
	M-F	11.30A	30	NBC	QG		107 185 185	93	92	A	5.3 19	444	1295	704 141	797 165	288 309	339 439			286 44^	70^ 122^	148 147	40^ 25^	172 44^										
										B	5.2 20	436	1274	739 131	806 220	351 337	337 390			274 72	114 103	113 140	63 44	131 45										
EDGE OF NIGHT																																		
	M-F	4.00P	30	ABC	DD		109 127 127	71	71	A	3.3 9	277	1195	726 155^	816 267	451 434	444 300			181^ 40^	90^ 91^	105^ 61^	97^ 87^	101^ 17										
										B	3.6 10	302	1315	707 159	845 330	529 450	390 271			212 74	121 86	101 76	139 112	119 56										
FACTS OF LIFE M-F																																		
	M-F	10.00A	30	NBC	CS		43 152 152	89	89	A	4.7 18	394	1482	601 88^	644 228	403 350	279 201			331 145	228 206	144 85^	138^ 97^	369 133^										
										B	4.5 18	377	1443	638 128	683 263	407 339	281 224			313 134	206 168	134 88	136 90	311 129										
FAMILY FEUD																																		
	M-F	12.00N	30	ABC	QP		110 174 175	86	86	A	5.0 17	419	1291	680 170	790 250	413 396	389 310			348 146	195 146	121^ 143	24^ 24^	129^ 46^										
										B	4.9 18	411	1281	701 165	792 302	446 386	319 291			306 114	165 129	118 124	73 44	110 34										
GENERAL HOSPITAL																																		
	M-F	3.00P	60	ABC	DD		108 204 205	99	99	A	10.2 30	855	1316	775 262	862 395	561 428	339 250			220 128	160 96	65^ 46^	129 107	105 19^										
		3.00 - 3.30								B	11.0 33	922	1374	778 210	882 426	616 477	345 221			235 124	162 105	81 59	156 120	101 48										
		3.30 - 4.00								A	10.1 31	846	1317	776 255	861 399	562 436	336 245			233 140	176 97	66^ 46^	119 97	104 19^										
										A	10.4 30	872	1294	764 259	851 387	552 415	336 250			200 112	140 90	61^ 47^	139 116	104 19^										
GOOD MORNING, AMERICA-730																																		
	M-F	7.30A	30	ABC	N		109 204 205	99	99	A	5.4 24	453	1360	735 214	751 241	424 398	368 285			436 53^	160 197	252 220	86^ 17	87^ 48^										
										B	4.9 24	411	1327	721 212	743 258	446 438	342 244			427 76	176 207	237 200	63 17	94 74										
GOOD MORNING, AMERICA-830																																		
	M-F	8.30A	30	ABC	N		109 202 203	99	99	A	6.3 26	528	1152	695 193	747 219	368 362	330 332			359 50^	118 144	181 205	17 17	43^ 11^										
										B	5.5 25	461	1229	747 174	794 254	448 424	365 299			358 89	150 143	162 178	16 17	61 25										
GUIDING LIGHT																																		
	M-F	3.00P	60	CBS	DD		105 203 203	99	99	A	8.9 26	746	1326	863 149	918 212	447 429	421 419			214 50^	80 67^	69^ 131	88 64^	106 59^										
		3.00 - 3.30								B	8.0 24	670	1358	842 147	933 247	441 400	418 439			197 68	91 66	70 101	135 86	93 46										
		3.30 - 4.00					</																											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
WHEEL OF FORTUNE						106	204	204																									
M-F 11.00A 30 NBC QG						98	98		A	8.4	31	704	1366	778	151	851	164	334	351	415	459	282	41	114	114	150	149	57	33	176	47		
M-F 11.00A 30 NBC QG						98	98		B	7.2	29	603	1311	781	137	845	205	368	355	362	421	277	74	126	103	111	141	57	31	132	43		
YOUNG AND THE RESTLESS						107	205	205																									
M-F 12.30P 60 CBS DD						99	99		A	9.6	32	804	1350	872	168	975	340	529	452	381	396	257	83	116	93	85	135	37	26	81	22		
12.30 - 1.00									B	8.7	31	729	1310	817	137	907	288	465	410	389	391	268	103	141	112	93	118	52	35	83	27		
1.00 - 1.30									A	9.6	33	804	1362	874	162	972	344	535	460	379	391	265	86	118	94	88	140	38	24	87	24		
1.00 - 1.30									A	9.4	31	788	1346	885	173	993	344	531	451	384	408	247	78	112	93	83	129	32	25	74	20		
*WEEKEND DAYTIME																																	
ABC WEEKEND SPECIALS						18	175	182																									
SAT. 12.00N 30 ABC FV						87	89		A	5.2	17	436	1530	490	177	501	178	348	224	284	153	121	83	121	92	38	LT	235	150	673	348		
SAT. 12.00N 30 ABC FV						87	89		B	5.3	17	444	1735	340	140	406	201	300	198	151	94	298	159	243	187	120	42	275	171	756	482		
ABC WIDE WORLD-SPORTS SAT						16	201	202																									
SAT. 5.00P 90 ABC SA						99	99		A	9.2	21	771	1432	470	121	508	106	219	235	274	246	667	232	417	369	329	209	91	42	166	127		
5.00 - 5.30									B	8.6	18	721	1547	520	181	574	179	306	286	258	220	694	244	427	402	331	215	137	55	142	91		
5.30 - 6.00									A	8.7	21	729	1381	428	107	460	75	170	192	251	250	667	225	434	364	337	210	105	50	149	109		
6.00 - 6.30									A	9.5	22	796	1425	429	102	446	90	167	173	228	246	665	221	409	359	324	216	134	63	180	142		
6.00 - 6.30									A	9.1	19	763	1533	565	161	636	158	331	348	352	248	689	258	420	395	337	206	34	13	174	134		
ALVIN AND THE CHIPMUNKS						24	201	203																									
SAT. 10.30A 30 NBC CA						96	97		A	8.5	29	712	1702	277	70	324	164	225	150	136	78	223	160	192	134	43	31	250	126	905	493		
SAT. 10.30A 30 NBC CA						96	97		B	8.3	28	696	1877	314	135	351	197	270	209	120	60	231	150	190	143	62	28	293	134	1002	581		
AMERICAN BANDSTAND						16	164	169																									
SAT. 12.30P 60 ABC PC						80	84		A	4.0	13	335	1863	481	163	585	337	456	367	205	117	337	214	279	184	116	58	347	239	594	376		
SAT. 12.30P 60 ABC PC						80	84		B	4.8	14	402	1689	405	178	541	318	424	277	167	107	374	194	287	216	149	73	297	198	477	310		
SAT. 12.30 - 1.00									A	3.8	12	318	1730	402	157	446	277	394	327	169	43	353	224	331	239	119	22	336	229	595	368		
1.00 - 1.30																																	
AMERICAN SPORTSMAN						2	155	168																									
SUN. 2.00P 30 ABC SA						79	85		A	4.7	13	394	1376	451	185	509	159	243	198	241	241	652	231	348	325	322	282	93	16	122	122		
SUN. 2.00P 30 ABC SA						79	85		B	4.7	13	394	1376	451	185	509	159	243	198	241	241	652	231	348	325	322	282	93	16	122	122		
BENJI, ZAX & THE-PRINCE						3	153		A	3.4	12	285	1849	618	60	706	355	480	344	221	165	466	309	353	185	44	113	73	73	604	306		
2 SAT. 12.30P 30 CBS CA						73			B	4.4	14	369	1819	534	172	564	246	420	306	234	129	304	144	219	168	93	85	240	146	711	485		
BEST OF SCOOPY DOO						6	195	198																									
SAT. 11.30A 30 ABC CA						96	95		A	5.2	18	436	1585	283	129	354	159	252	159	160	84	220	116	204	128	88	16	306	162	705	464		
SAT. 11.30A 30 ABC CA						96	95		B	6.0	19	503	1626	320	134	366	182	275	198	155	65	197	95	181	146	91	16	265	150	798	499		
BISKITTS						3	150																										
2 SAT. 12.00N 30 CBS CA						74			A	2.9	10	243	1955	589	50	618	297	469	381	243	100	291	201	201	92	LT	90	247	143	799	461		
2 SAT. 12.00N 30 CBS CA						74			B	4.1	13	344	1890	498	164	523	232	421	278	214	90	261	81	168	143	106	93	258	184	848	544		
BUGS BUNNY/ROAD RUNNER						1	4	174	196																								
SAT. 10.30A 30 CBS CA						84	98		A	5.2	18	436	1704	295	133	325	152	239	167	138	73	351	231	295	193	72	56	250	84	778	443		
SAT. 10.30A 30 CBS CA						84	98		B	5.4	18	453	1739	337	132	371	151	273	205	171	91	295	146	209	173	103	73	247	96	826	499		
BUGS BUNNY/ROAD RUNNER						2	4	163	192																								
SAT. 11.00A 30 CBS CA						76	96		A	5.6	19	469	1736	380	153	432	204	321	243	171	87	410	150	325	288	208	85	200	79	694	333		
SAT. 11.00A 30 CBS CA						76	96		B	6.2	20	520	1982	422	199	477	241	376	281	171	89	409	161	309	297	202	80	318	205	778	445		
BUGS BUNNY/ROAD RUNNER						3	4	151	181																								
SAT. 11.30A 30 CBS CA						71	87		A	5.1	17	427	1874	417	185	459	238	348	264	183	81	422	193	349	293	184	73	244	87	749	344		
SAT. 11.30A 30 CBS CA						71	87		B	5.9	19	494	2025	410	213	480	247	381	286	182	81	391	179	318	293	182	61	216	197	838	479		
CAPTAIN KANGAROO-SAT						24	129	137																									
SAT. 7.00A 60 CBS CL						81	84		A	1.5	15	126	1516	262	LT	262	166	262	262	96	LT	174	LT	63	63	174	111	95	63	985	453		
SAT. 7.00A 60 CBS CL						81	84		B	1.3	15	109	1284	275	50	286	151	206	187	107	58	220	72	139	139	125	59	106	60	672	400		
7.00 - 7.30									A	1.3	15	109	1505	422	LT	422	202	422	422	220	LT	193	LT	92	92	193	101	LT	LT	890	395		
7.30 - 8.00									A	1.9	16	159	1340	119	LT	119	119	119	119	LT	LT	145	LT	38	38	145	107	145	107	931	440		
CBS CHILDREN'S FILM FEST.						13	123																										
2 SAT. 1.30P 30 CBS CL						62			A	2.3	8	193	1155	430	LT	481	103	212	212	234	269	222	222	222	155	LT	LT	141	83	311	LT		
2 SAT. 1.30P 30 CBS CL						62			B	2.9	9	243	1564	390	112	445	191	266	208	159	156	338	182	251	212	133	83	165	104	616	358		
CBS NCAA BASKETBALL-SAT						11	195	188																									
CONT'D									A	4.9	15	411	1304	292	127	368	105	176	143	185	158	705	228	389	352	355	268	102	LT	129	63		

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
								TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)										TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																						
CBS NCAA BASKETBALL-CONT'D																						
1	SAT.	2.00P	138	CBS	SE	97	98	B	4.9	14	411	1447	321	124	365	89	189	170	179	160	747	164
2	SAT.	2.00P	136					A	3.9	12	327	1239	267	131	364	126	190	102	156	159	615	144
		2.00 - 2.30						A	4.5	14	377	1321	305	125	374	101	175	122	174	183	658	167
		2.30 - 3.00						A	4.9	15	411	1319	287	131	399	142	206	145	188	164	703	100
		3.00 - 3.30						A	5.5	16	461	1356	297	118	375	111	187	167	197	147	753	139
		3.30 - 4.00						A	6.4	18	536	1235	284	125	306	31	99	163	191	139	782	87
		4.00 - 4.30																				
CBS NCAA BASKETBALL-SUN																						
1	SUN.	2.30P	123	CBS	SE	99	97	B	6.2	16	520	1544	440	178	474	142	271	276	246	171	784	91
2	SUN.	2.30P	127					B	6.5	17	545	1581	419	161	454	127	268	252	256	156	846	102
		2.30 - 3.00						A	5.8	16	486	1471	382	184	427	109	247	226	232	164	759	45
		3.00 - 3.30						A	5.8	15	486	1471	420	228	459	129	260	258	258	175	753	70
		3.30 - 4.00						A	6.0	15	503	1592	516	196	542	179	303	329	288	179	785	108
		4.00 - 4.30						A	7.3	18	612	1667	466	145	497	170	288	308	220	174	845	130
		4.30 - 5.00						A	7.0	17	587	1208	234	94	266	17	132	132	194	134	658	109
CBS SPORTS SATURDAY																						
1	SAT.	4.18P	101	CBS	SA	90	86	B	6.0	15	503	1270	301	107	356	30	113	167	195	164	754	109
2	SAT.	4.16P	103					B	6.0	15	503	1422	403	155	442	119	232	202	212	165	729	135
		4.00 - 4.30						A	4.8	13	402	1197	266	132	291	27	95	152	177	112	747	122
		4.30 - 5.00						A	5.6	15	469	1139	254	123	318	38	113	149	164	131	708	85
CBS SPORTS SUNDAY																						
1	SUN.	4.33P	87	CBS	SA	93	95	B	6.3	14	528	1511	528	155	610	154	299	311	308	240	627	140
2	SUN.	4.37P	83					B	7.6	16	637	1630	523	190	572	156	309	339	305	193	762	151
		4.30 - 5.00						A	5.4	13	453	1347	493	135	535	119	274	261	281	228	574	98
		5.00 - 5.30						A	6.0	14	503	1513	567	158	631	191	324	316	292	235	605	140
		5.30 - 6.00						A	7.6	16	637	1587	505	162	624	144	290	327	330	246	672	153
CHARLIE BROWN&SNOOPY SHOW																						
SAT.	8.00A	30	CBS	CA		94	94	A	3.6	21	302	1384	95	LT	95	45	45	45	34	50	103	993
								B	3.6	21	302	1496	139	22	144	78	90	75	51	37	154	982
DUNGEONS AND DRAGONS																						
SAT.	9.30A	30	CBS	CA		98	98	A	6.3	23	528	1888	266	80	285	111	183	110	125	102	334	299
								B	6.0	23	503	1838	232	94	265	120	168	123	94	88	254	970
FACE THE NATION																						
SUN.	10.30A	30	CBS	CC		86	86	A	3.5	12	293	1304	642	181	703	150	259	280	228	393	498	62
								B	3.5	11	293	1282	510	225	546	139	232	245	235	275	579	61
FLINTSTONE FUNNIES																						
SAT.	8.00A	30	NBC	CA		97	97	A	4.0	23	335	2104	438	274	524	268	350	246	246	143	350	240
								B	3.2	22	268	1780	270	99	308	141	214	167	134	76	201	241
HONDA CLASSIC-SAT(S)																						
2	SAT.	5.07P	53	NBC	SE			A	3.1	8	260	1488	377	69	608	181	212	73	138	396	851	29
		5.00 - 5.30						A	3.3	9	277	1487	376	76	588	198	231	76	137	357	874	25
		5.30 - 6.00						A	3.0	8	251	1462	378	68	617	163	195	76	143	422	812	33
HONDA CLASSIC-SUN(S)																						
2	SUN.	3.00P	140	NBC	SE			A	4.5	11	377	1212	357	66	397	35	47	53	127	344	748	LT
		3.00 - 3.30						A	3.0	8	251	1068	294	88	314	31	56	56	124	258	726	LT
		3.30 - 4.00						A	3.6	9	302	1142	324	106	360	16	39	39	119	321	762	LT
CONT'D																						

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WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
HONDA CLASSIC-SUN(-CONT'D																																	
4.00 - 4.30														A	4.7	12	394	1254	376^107v	459^	16v	46v	46v	144v^413^	754	115v	280^320^	433^391^	LT	LT	41v	LT	
4.30 - 5.00														A	5.5	13	461	1254	344^ 31v	378^	37v	37v	37v	106v^341^	770	117v	321^340^	446^391^	LT	LT	106v	17v	
5.00 - 5.30														A	6.3	15	528	1265	428^ 27v	450	66v	66v	92v	148^358^	720	124^	270^314^	406^369^	36v	36v	59v	13v	
IN THE NEWS- 8.26AM														A	3.4	18	285	1368	88v LT	88v	36v	36v	36v	24v 52v	112^	LT	22v 22v	81v 90v	153^	73v	1015	614	
SAT. 8.26A 3 CBS CN 24 180 181 94 94														B	3.5	22	293	1493	135 35	149	77	100	79	48 42	153	83	114 103	57 33	170	74	1021	664	
IN THE NEWS- 9.56AM														A	5.7	20	478	1864	290 75^	304	112^	179^112^	127^125^	380	268	292 59v	60v 88^	297	62^	883	598		
SAT. 9.56A 3 CBS CN 24 196 198 97 98														B	5.3	20	444	1756	247 98	283	129	174 125	98 98	269	156	209 141	85 51	325	95	879	549		
IN THE NEWS-10.26AM														A	5.0	17	419	1556	232^184^	270^	81v	164^122v	134v 67v	268^	72v	204^157^	157^ 39v	202^	LT	816	426^		
2 SAT. 10.26A 3 CBS CN 21 190 95														B	4.7	16	394	1703	288 118	327	165	223 152	109 92	295	160	227 178	99 61	271	81	810	480		
IN THE NEWS-10.26AM(B)														A	5.0	16	419	2012	264^ 75v	264^	139v	193^159^	125v 52v	545^	491^	491^ 91v	LT 54v	266^	137v	937	573		
1 SAT. 10.26A 3 CBS CN 168 81																																	
IN THE NEWS-11.56AM														A	4.6	15	385	1834	405 202^	444	237^	328 251^	168^ 88^	459	231^	376 295^	176^ 83^	200^	72v	731	364		
SAT. 11.56A 3 CBS CN 4 151 182 71 87														B	5.4	17	453	1962	423 217	493	247	371 291	175 100	406	196	323 288	169 75	273	169	790	453		
IN THE NEWS-12.26PM														A	2.8	10	235	1740	524^ 39v	553^	264^	418^353^	213v 97v	251v	174v	174v 97v	LT 77v	131v	131v	805^	391^		
2 SAT. 12.26P 3 CBS CN 3 150 74														B	3.8	12	318	1827	518 162	537	243	419 273	201 109	245	86	157 139	82 88	238	183	807	511		
IN THE NEWS-12.56PM														A	3.4	12	285	1716	575^ 53v	638^	375^	429^259^	141v^158v	503^	319^	390^222^	71v^113v	42v	42v	533^	260^		
2 SAT. 12.56P 3 CBS CN 14 151 73														B	5.5	17	461	1718	377 124	412	192	281 214	143 119	388	218	285 201	115 93	240	104	678	379		
IN THE NEWS- 1.26PM														A	3.1	11	260	1338	223v LT	469^	235^	293^ 58v	185v^176v	191v	45v	45v LT	54v^146v	131v	61v	547^	219v		
2 SAT. 1.26P 3 CBS CN 13 142 73														B	4.7	14	394	1779	414 170	452	248	317 242	140 108	395	203	299 242	163 86	198	105	734	387		
LITTLES														A	5.2	18	436	1954	368 176^	519	277	383 312	145^123^	256^	166^	209^152^	71^ 47v	517	292	662	390		
SAT. 10.30A 30 ABC CA 24 197 199 97 97														B	6.0	21	503	1765	243 107	289	148	215 160	102 67	184	95	157 118	74 25	331	156	961	605		
MEET THE PRESS														A	3.3	10	277	1227	635 151^	689	94v	177^202^	191^487	470	123^	167^224^	130^217^	LT	LT	68v	68v		
SUN. 12.30P 30 NBC CC 22 173 175 97 96														B	2.9	9	243	1205	488 165	547	97	160 180	196 355	521	136	253 235	240 238	LT	LT	118	93		
MENUDO-10.25AM														A	5.7	19	478	1793	370 203^	479	237^	355 303	163^113^	219^	133^	161^136^	73^ 40v	289	106^	806	424		
SAT. 10.25A 4 ABC CN 24 200 201 99 99														B	6.1	21	511	1801	231 101	267	144	198 144	88 62	188	97	157 112	80 27	306	150	1040	648		
MENUDO-11.55AM														A	5.3	18	444	1579	352 148^	413	186^	281 178^	188^ 96^	274	170^	254^133^	84^ 20v	259^	124^	633	424		
SAT. 11.55A 4 ABC CN 6 202 202 99 99														B	5.8	18	486	1579	340 153	393	199	281 202	159 71	240	119	215 163	104 25	242	135	704	446		
MR. T														A	7.7	26	645	1800	259 81^	324	143^	193 149^	151^108^	290	185	238 197	76^ 52^	283	108^	903	446		
SAT. 11.00A 30 NBC CA 24 205 206 98 98														B	8.6	28	721	1847	300 124	336	189	253 189	116 66	251	146	205 157	85 41	313	137	947	522		
MONCHHICHIS														A	3.8	22	318	1623	151^ 44v	151^	16v	66v 81v	81v 54v	161^	101^	128^ 91v	27v 33v	330^	22v	981	576		
SAT. 8.00A 30 ABC CA 7 190 191 95 95														B	3.3	21	277	1695	174 57	175	65	88 83	66 76	127	60	109 97	49 18	232	51	1161	769		
NBA ON CBS														A	6.4	18	536	1416	354 148^	387	102^	206^177^	176^144^	743	329	486 377	293 226	211^	78^	75^	55v		
SUN. 12.00N 150 CBS SE 4 186 182 95 93														B	6.3	16	528	1461	364 161	398	108	245 222	198 128	751	308	506 403	312 218	194	74	118	81		
12.00 - 12.30														A	4.3	13	360	1367	327 205^	404	105^	197^133^	133^177^	714	283^	442 320^	292^272^	121^	LT	128^	95^		
12.30 - 1.00														A	5.6	17	469	1546	285 150^	347	102^	195^149^	138^116^	815	391	575 394	306 234^	261	110^	123^	89^		
1.00 - 1.30														A	6.8	20	570	1386	359 118^	359	96^	187^175^	158^127^	770	339	496 388	300 241	185^	71^	72^	49v		
1.30 - 2.00														A	7.6	21	637	1416	397 168^	405	87^	205 207	216 152^	707	309	446 349	280 221	227	76^	77^	60^		
2.00 - 2.30														A	7.4	20	620	1452	387 120^	437	128^	244 208	218 165^	752	333	489 430	303 200	243	102^	20v	11v		
NCAA BASKETBALL GAME-SUN														A	2.9	8	243	1321	329^ 95v	345^	86v	160^111v	144^177^	753	235^	395^399^	312^313^	103v	37v	120v	46v		
1 SUN. 2.00P 120 NBC SE 7 189 189 95 96														B	4.4	11	369	1407	367 160	404	80	190 196	204 188	814	273	494 484	394 250	92	27	97	80		
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11														
WEEKEND DAYTIME CONT'D																																								
PRO BOWLERS TOUR-CONT'D																																								
4.00 - 4.30																		A	7.6	20	637	1347	477	142	529	155	194	215	221	288	627	193	359	302	245	256	26	26	165	68
4.30 - 5.00																		A	8.4	21	704	1308	503	144	540	115	169	202	251	318	633	204	347	285	259	260	28	28	107	58
PUPPY-FURTHER ADVENTURES																		A	4.9	17	411	1745	298	83	378	204	303	174	129	68	263	136	214	148	103	49	408	261	696	446
SAT. 11.00A 30 ABC CA																		B	6.0	20	503	1728	273	115	320	175	254	176	115	52	258	173	229	138	71	26	271	168	879	547
RASCALS/RICHIE RICH																		A	4.7	22	394	1799	210	122	288	138	200	164	74	76	234	112	170	170	108	28	214	51	1063	485
SAT. 8.30A 30 ABC CA																		B	4.2	20	352	1765	263	129	291	141	210	164	104	72	224	115	187	146	93	30	223	87	1027	645
RUBIK, THE AMAZING CUBE																		A	5.8	19	486	1856	386	181	477	229	333	278	152	137	241	134	158	130	89	63	277	117	861	460
SAT. 10.00A 30 ABC CA																		B	6.4	23	536	1817	230	101	264	142	198	145	89	60	188	99	159	107	80	27	293	140	1072	663
SATURDAY SUPERCAR																		A	5.0	22	419	1728	315	122	329	139	202	142	124	116	155	50	69	41	55	86	126	14	1118	817
SAT. 8.30A 60 CBS CA																		B	5.3	25	444	1814	232	79	249	109	154	113	87	80	198	95	144	116	76	47	250	82	1117	761
8.30 - 9.00																		A	4.2	20	352	1614	278	90	297	122	159	91	96	130	124	LT	29	29	51	95	101	LT	1092	771
9.00 - 9.30																		A	5.8	23	486	1792	333	137	347	149	231	170	141	109	169	74	93	50	55	76	146	24	1130	845
SCHOOLHOUSE ROCK-8:25AM																		A	4.4	24	369	1629	137	42	137	17	64	73	73	47	151	111	138	97	27	13	318	23	1023	562
SAT. 8.25A 4 ABC CN																		B	3.9	23	327	1736	159	54	160	68	85	78	54	66	134	64	122	108	58	LT	245	49	1197	791
SHIRT TALES																		A	5.6	26	469	1923	374	171	423	225	306	210	183	82	256	111	234	234	133	22	268	154	976	501
SAT. 8.30A 30 NBC CA																		B	4.5	23	377	1783	269	115	298	161	230	174	117	54	178	109	139	114	53	32	218	111	1089	636
SMURFS I																		A	7.2	29	603	1899	320	72	365	184	221	146	128	105	231	159	192	149	52	39	346	211	957	476
SAT. 9.00A 30 NBC CA																		B	6.2	26	520	1858	274	113	305	180	230	164	99	52	228	148	195	145	67	24	281	151	1044	583
SMURFS II																		A	8.8	31	737	1746	249	57	290	148	195	126	101	77	229	164	192	152	44	37	299	205	928	483
SAT. 9.30A 30 NBC CA																		B	8.1	30	679	1898	300	126	340	200	272	188	113	51	228	143	194	150	72	23	294	154	1036	571
SMURFS III																		A	8.9	30	746	1764	261	68	310	164	220	148	116	65	257	215	238	146	35	19	271	170	926	500
SAT. 10.00A 30 NBC CA																		B	9.0	32	754	1919	324	140	359	194	286	217	134	54	238	157	201	150	67	25	323	152	999	577
SPIDERMAN/HULK 1																		A	6.4	22	536	1826	347	142	391	188	224	204	171	114	230	140	177	141	75	42	300	103	905	454
SAT. 11.30A 30 NBC CA																		B	6.2	20	520	1790	285	142	315	172	232	174	111	68	256	154	204	157	82	42	350	135	869	463
SPIDERMAN/HULK 2																		A	6.7	22	561	1742	416	171	496	282	310	262	137	139	316	152	225	190	118	79	302	102	628	315
SAT. 12.00N 30 NBC CA																		B	6.2	20	520	1829	340	162	382	184	265	210	145	97	277	160	213	172	93	46	324	127	846	468
SPORTSBEAT																		A	2.7	8	226	1416	593	119	610	358	433	256	75	177	602	133	279	221	231	323	93	53	111	111
SAT. 3.00P 30 ABC SC																		B	3.3	10	277	1253	472	165	523	213	302	256	166	188	587	183	310	248	226	263	66	34	77	46
SPORTSWORLD																		A	4.8	11	402	1413	411	90	414	85	222	235	236	179	740	311	452	422	303	239	176	64	83	73
1 SUN. 4.00P 120 NBC SA																		B	5.6	12	469	1484	457	191	503	135	291	300	278	160	746	255	464	446	368	224	115	42	120	86
2 SUN. 5.20P 40																		A	3.5	9	293	1433	245	31	245	30	129	129	160	116	979	388	672	621	469	272	171	31	38	38
4.00 - 4.30																		A	5.3	12	444	1318	329	73	329	88	214	214	200	115	750	378	485	457	272	227	184	47	55	55
4.30 - 5.00																		A	5.0	11	419	1437	461	140	461	102	260	267	259	194	695	291	394	382	263	256	195	81	86	71
5.00 - 5.30																		A	5.1	11	427	1415	475	85	478	90	233	260	263	218	677	261	396	356	283	220	159	73	101	87
5.30 - 6.00																		A	5.2	22	436	1229	617	223	681	95	251	246	346	396	401	30	142	170	233	231	85	36	62	18
SUNDAY MORNING																		B	5.0	21	419	1284	565	247	601	112	235	249	304	334	543	140	270	297	295	223	49	30	91	48
SUN. 9.00A 90 CBS N																		A	4.6	21	385	1114	660	226	714	119	273	278	346	402	328	LT	73	102	187	226	26	26	46	LT
9.00 - 9.30																		A	5.4	23	453	1234	571	202	633	90	221	204	305	387	409	16	129	157	236	252	110	46	82	27
9.30 - 10.00																		A	5.8	22	486	1265	603	234	672	74	251	251	373	382	437	62	204	229	261	208	105	37	51	21
10.00 - 10.30																		A	5.8	22	486	1265	603	234	672	74	251	251	373	382	437	62	204	229	261	208	105	37	51	21

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WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
												WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)													
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11											
WEEKEND DAYTIME CONT'D																																					
TARZAN LORD OF-JUNGLE										4	167	190	A	5.4	18	453	1742	262	108	279	104	178	146	136	77	357	230	291	122	73	54	256	72	850	517		
SAT. 10.00A 30 CBS CA										81	95	B	5.6	19	469	1740	258	99	294	137	191	123	103	93	327	189	262	163	92	58	255	74	864	553			
THIS WEEK-DAVID BRINKLEY										20	171	175	A	4.6	14	385	1442	710	299	713	220	265	274	172	406	570	58	256	276	320	278	LT	LT	151	151		
SUN. 11.30A 60 ABC N										95	94	B	3.9	11	327	1377	580	200	619	119	211	218	233	368	576	139	263	265	259	253	60	29	122	110			
11.30 - 12.00												A	4.4	13	369	1341	671	274	671	194	213	236	144	414	531	38	253	279	319	252	17	17	122	122			
12.00 - 12.30												A	4.9	15	411	1477	727	311	730	241	303	297	186	390	581	71	242	257	309	294	LT	LT	166	166			
THUNDARR										21	151	148	A	5.8	19	486	1753	447	143	530	263	316	249	172	167	328	197	255	186	86	66	273	93	622	278		
SAT. 12.30P 30 NBC CA										83	83	B	5.2	16	436	1718	344	145	386	194	256	201	132	105	292	179	236	180	83	48	279	128	761	407			
USFL FOOTBALL										2	181	186	A	7.9	19	662	1536	420	198	452	111	245	242	243	184	851	197	442	475	476	342	129	14	104	73		
1 SUN. 2.30P 198 ABC SE										93	95	B	7.9	19	662	1536	420	198	452	111	245	242	243	184	851	197	442	475	476	342	129	14	104	73			
2 SUN. 2.30P 211																																					
2.30 - 3.00												A	7.3	20	612	1430	424	183	443	105	247	253	238	170	751	186	381	379	404	334	129	21	107	85			
3.00 - 3.30												A	8.2	21	687	1444	386	151	405	91	212	207	209	167	810	162	420	435	476	348	163	50	66	41			
3.30 - 4.00												A	8.2	21	687	1425	345	146	372	101	189	167	169	167	839	204	450	461	454	345	113	18	101	55			
4.00 - 4.30												A	6.9	17	578	1455	414	182	428	96	235	242	242	167	816	180	423	421	437	346	98	LT	113	75			
4.30 - 5.00												A	7.7	18	645	1640	455	256	504	145	278	280	265	202	915	227	497	530	500	339	108	LT	113	83			
5.00 - 5.30												A	8.7	20	729	1698	474	234	516	120	287	296	302	197	908	207	467	557	523	332	140	LT	134	96			
5.30 - 6.00												A	8.8	19	737	1646	437	242	494	117	263	266	279	208	884	193	438	530	518	332	163	LT	105	77			
WOMEN'S INDOOR TENNIS(S)										174		A	2.9	9	243	1021	367	119	383	LT	120	103	222	263	329	107	107	160	152	169	165	37	144	94			
1 SAT. 12.00N 120 CBS SE										92																											
12.00 - 12.30												A	2.6	8	218	986	267	189	331	64	133	69	166	198	166	78	78	78	88	88	132	82	357	202			
12.30 - 1.00												A	2.7	8	226	996	354	146	354	LT	80	80	213	274	261	133	133	151	128	110	195	22	186	128			
1.00 - 1.30												A	3.2	10	268	1097	443	108	443	LT	141	141	286	302	402	104	104	212	201	190	218	38	34	34			
1.30 - 2.00												A	3.0	9	251	1004	390	44	390	LT	107	107	215	283	462	108	108	187	191	275	112	20	40	40			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 20, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.9	64.9	65.3	66.5	68.4	71.1	71.6	71.7	70.5	70.4	69.7	69.2	67.6	66.3	64.6	60.9
		WK. 2	66.4	67.5	68.4	69.4	70.2	71.6	72.8	74.4	73.8	73.1	72.0	71.5	68.1	65.9	63.3	60.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. FEB. 27, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,570 15.0		10,220 12.2		13,830 16.5		12,070 14.4		12,400 14.8			
	ABC TV						FOUL UPS, BLEEPS- BLUNDERS		RIPLY'S BELIEVE IT-NT SP (30S-30)		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,730 12.8		8,800 10.5		12,400 14.8		11,060 13.2		9,550 11.4	11.8*		11.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					18 12.5	13.0	15 10.3	10.7	21 14.2	15.4	19 13.2	13.3	18 11.8	19* 11.8	18* 11.1	18* 10.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					31,340 37.4											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					23,630 28.2	25.1*		26.9*		28.0*	28.9*		30.0*		30.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					42 24.5	36* 25.8		38* 26.5	40* 27.2	28.1	43* 28.0	28.7	47* 29.0	29.9	30.1	30.8
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					21,200 25.3				15,420 18.4				13,070 15.6			
	NBC TV								A TEAM (SD)				RIPTIDE				REMINGTON STEELE	
	AVERAGE AUDIENCE (Households (000) & %)	{					18,100 21.6	20.7*		22.5*	12,650 15.1	15.3*		14.9*	10,640 12.7	13.0*		12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					31 19.9	30* 21.5		32* 22.8	22 15.6	22* 14.9		22* 15.3	21 13.0	20* 13.1	21* 12.4	21* 12.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,650 15.1		10,060 12.0		12,910 15.4		10,810 12.9		12,490 14.9			
	ABC TV						FOUL UPS, BLEEPS- BLUNDERS (S)(OP)		RIPLY'S BELIEVE IT-NT SP (30S-30)		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,310 12.3		8,880 10.6		10,810 12.9		9,220 11.0		9,550 11.4	11.1*		11.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					17 12.7		14 11.9		17 12.0	15 13.8	15 10.9	15 11.1	18 10.7	17* 11.4	19* 11.6	19* 11.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					44,330 52.9											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					25,810 30.8	28.3*		31.0*		33.1*	33.6*		32.6*		29.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					45 27.6	39* 29.0		41* 30.5	44* 31.5	44* 33.9	46* 32.2	46* 33.8	49* 33.4	49* 33.0	47* 32.1	47* 30.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,370 25.5				16,420 19.6				13,830 16.5			
	NBC TV								A TEAM (SD)				RIPTIDE (SD)				REMINGTON STEELE	
	AVERAGE AUDIENCE (Households (000) & %)	{					17,180 20.5	19.7*		21.4*	12,740 15.2	15.0*		15.4*	11,230 13.4	13.1*		13.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					28 18.7	27* 20.6		29* 21.8	21 15.3	20* 14.8		21* 15.3	21 13.1	20* 13.1	22* 13.7	22* 13.9
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	60.7	62.6	65.1	66.0	68.8	70.4	70.3	70.9	69.8	70.1	68.5	67.3	64.2	62.9	61.1
			WK. 2	66.0	66.6	67.4	68.7	70.8	73.0	74.7	75.0	75.1	74.9	73.5	71.5	67.5	65.5	63.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. FEB.29, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,590 19.8	LIFES-EMBARRASSING MOMENTS (SUS-SD)				15,340 18.3	D. DELUISE & FRIENDS-PT 11 (SD)				19,190 22.9	20/20				
12,150	14.5	13.8*			15.3*	12.5	11.6*			13.4*	14,580	17.4	19.0*		15.8*
22	22	21 *			23 *	19	18 *			21 *	29	29	30 *		28 *
13.1	14.4	15.7	14.9		11.6	11.6	13.1	13.8		18.4	19.5	16.3	15.3		

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

22,630 27.0	MAGNUM, P.I. (SD)				24,050 28.7	SIMON & SIMON				20,110 24.0	KNOTS LANDING				
18,180	21.7	20.5*			22.9*	20,030	23.9	23.0*		24.7*	16,590	19.8	19.9*		19.6*
33	32 *				35 *	36	35 *			38 *	33	32 *			34 *
19.6	21.4	22.5	23.3		22.7	23.3	24.4	25.0		20.1	19.7	19.6	19.5		

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,000 17.9	GIMME A BREAK		12,990 15.5	FAMILY TIES (SD)		16,090 19.2	CHEERS		11,980 14.3	BUFFALO BILL		16,420 19.6	DEAN MARTIN CELEB. ROAST		
12,990	15.5		11,820	14.1		14,160	16.9		10,810	12.9		12,650	15.1	14.7*	15.5*
24	21		21	26		26	20		20	12.9		25	24 *		27 *
15.2	15.9	13.8	14.4	16.9	16.8	12.9	12.9		14.5	14.8	15.8	15.1			

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,170 19.3	ALL STAR FAMILY FEUD (SUS-SD)				14,250 17.0	LOTTERY (SD)				15,840 18.9	20/20				
11,310	13.5	13.0*			14.0*	10,060	12.0	11.3*		12.8*	12,740	15.2	14.9*		15.4*
20	20 *				20 *	18	17 *			19 *	24	23 *			25 *
12.8	13.2	13.9	14.2	11.3	11.3	12.7	12.9		14.8	15.1	15.5	15.4			

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

23,050 27.5	MAGNUM, P.I. (SD)(R)				25,640 30.6	SIMON & SIMON				21,120 25.2	KNOTS LANDING				
17,850	21.3	19.7*			23.0*	20,450	24.4	23.4*		25.5*	18,520	22.1	22.3*		21.8*
32	30 *				34 *	36	34 *			39 *	35	35 *			35 *
18.9	20.4	22.6	23.3	23.1	23.6	24.9	26.1		22.2	22.4	22.4	21.3			

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,670 18.7	GIMME A BREAK (R)		15,340 18.3	FAMILY TIES (SD)(R)		15,500 18.5	CHEERS (R)		12,490 14.9	BUFFALO BILL		17,100 20.4	HILL STREET BLUES		
13,490	16.1		13,990	16.7		14,080	16.8		10,890	13.0		14,580	17.4	17.4*	17.3*
24	24		24	25		25	20		20	13.4		28	27 *		28 *
15.6	16.7	16.4	17.0	16.9	16.7	12.7	13.4		17.2	17.7	17.6	16.9			

TV HOUSEHOLDS USING TV WK. 1	57.0	59.1	60.7	62.0	63.5	65.1	65.8	66.3	65.7	66.1	65.4	64.8	62.7	61.8	58.8	55.7
(See Def. 1) WK. 2	59.5	62.2	63.7	64.6	65.6	67.4	68.2	69.0	68.4	68.4	66.5	65.8	64.5	64.5	63.1	60.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,930 20.2		17,850 21.3		15,340 18.3				14,160 16.9			
	ABC TV						BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)						15,080 18.0		16,090 19.2		11,560 13.8	13.6*		14.1*	11,980 14.3	13.6*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 17.0	19.1	31 19.0	19.4	21 13.4	21 *	13.9	22 *	23 13.4	22 *	14.7	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,260 20.6				25,220 30.1				21,290 25.4			
	CBS TV						DUKES OF HAZZARD (SD)				DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)						13,320 15.9	15.0*		16.7*	21,870 26.1	25.0*		27.1*	18,180 21.7	22.1*		21.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 14.8	25 *		27 *	40 24.0	39 *	27.3	41 *	35 22.3	36 *	21.5	35 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,600 21.0								16,840 20.1			
	NBC TV										FR MOVIE OF THE WEEK-NBC BLUE LAGOON(R) (SD)				TV CENSORED BLOOPERS #7			
	AVERAGE AUDIENCE (Households (000) & %)						9,220 11.0	9.6*		10.2*		11.8*		12.4*	13,240 15.8	15.7*		16.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 9.5	16 *		17 *	18 *	11.5	12.0	19 *	26 15.1	25 *	16.3	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,080 18.0		16,510 19.7		15,000 17.9				18,520 22.1			
	ABC TV						BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)						13,160 15.7		14,670 17.5		11,650 13.9	14.3*		13.5*	14,580 17.4	17.1*		17.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 14.8	16.6	29 17.0	18.0	22 14.4	23 *	13.5	22 *	31 16.5	29 *	18.1	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,510 20.9				24,300 29.0				17,770 21.2			
	CBS TV						DUKES OF HAZZARD (SD)				DALLAS				EMERALD POINT, N.A.S. (B)			
	AVERAGE AUDIENCE (Households (000) & %)						13,070 15.6	14.9*		16.3*	21,540 25.7	24.9*		26.4*	13,320 15.9	16.6*		15.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 14.7	25 *		27 *	41 24.1	40 *	26.5	42 *	28 17.7	28 *	15.0	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,060 13.2				8,210 9.8				10,730 12.8			
	NBC TV										MASTER (SD)		LEGMEN (SD)		NEW SHOW			
	AVERAGE AUDIENCE (Households (000) & %)						8,460 10.1	9.9*		10.4*	5,780 6.9	6.9*		6.9*	7,370 8.8	9.0*		8.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 9.8	17 *		17 *	11 7.1	11 *	6.9	11 *	16 8.7	15 *	8.9	16 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.9	57.4	57.9	58.6	58.9	60.2	60.8	61.7	63.2	64.7	65.6	65.4	62.2	61.8	61.3	59.9
		WK. 2	53.4	54.8	55.5	57.4	57.9	59.5	60.8	61.8	61.4	62.1	62.5	62.4	59.1	57.7	56.1	53.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.25, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,260 19.4					20,450 24.4					17,010 20.3			
	ABC TV					T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND					
	AVERAGE AUDIENCE (Households (000) & %)					13,410 16.0	15.2*			16,170 19.3	19.0*			13,490 16.1	16.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 14.4	26 *			32 18.5	31 *			29 19.5	30 *				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,820 14.1					23,720 28.3								
	CBS TV					WHIZ KIDS (SD)				SPECIAL MOVIE PRSNT-SAT SHARKEY'S MACHINE (9:00-11:34PM)									
	AVERAGE AUDIENCE (Households (000) & %)					8,380 10.0	9.7*			12,990 15.5	15.0*			14,770 18.0	16.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 9.7	17 *			28 14.7	25 *			25 15.7	29 *				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					18,270 21.8					11,150 13.3	11,820 14.1					11,650 13.9		
	NBC TV					DIFF'RENT STROKES-SAT. (SD)				WE GOT IT MADE		MAMA'S FAMILY		YELLOW ROSE					
	AVERAGE AUDIENCE (Households (000) & %)					14,580 17.4	17.1*			9,800 11.7	12.4			8,800 10.5	10.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 16.5	29 *			19 12.0	21			19 10.6	19 *				
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					16,590 19.8					18,860 22.5					16,510 19.7			
	ABC TV					T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND					
	AVERAGE AUDIENCE (Households (000) & %)					13,240 15.8	14.5*			15,840 18.9	18.3*			13,580 16.2	16.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.8	25 *			32 17.4	31 *			30 16.0	29 *				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					14,920 17.8					16,420 19.6					16,840 20.1			
	CBS TV					RINGLING BROTHERS CIRCUS (SD)				AIRWOLF				MIKE HAMMER					
	AVERAGE AUDIENCE (Households (000) & %)					11,400 13.6	13.1*			13,070 15.6	15.3*			13,660 16.3	16.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.8	23 *			26 15.3	26 *			30 16.2	30 *				
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					15,250 18.2					10,890 13.0	11,480 13.7					10,560 12.6		
	NBC TV					DIFF'RENT STROKES-SAT.				SILVER SPOONS (SD)		WE GOT IT MADE		MAMA'S FAMILY (R)		LONE STAR (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,320 15.9			12,320 14.7		9,720 11.6		10,060 12.0		7,290 8.7	9.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 15.2			25 14.6		20 11.5		20 11.7		16 9.6	17 *			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.4	54.2	56.0	57.1	58.0	59.2	59.8	60.6	60.6	60.6	59.9	59.6	56.6	55.3	54.0	53.0	
		WK. 2	52.9	54.1	55.0	55.3	56.9	57.8	58.5	59.1	58.4	59.2	59.4	58.9	55.5	54.8	53.8	52.9	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. MAR.3, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,610
(Households (000) & %) { 5.5

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,360
(Households (000) & %) { 5.2
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

SPECIAL MOVIE
PRSN-T-SAT
SHARKEY'S MACHINE
(9:00-11:30PM)

AVERAGE AUDIENCE {
(Households (000) & %) { 16.5*
SHARE OF AUDIENCE % 33*
AVG. AUD. BY ¼ HR. % 16.6 16.4 12.6

K

1

TOTAL AUDIENCE { 12,150
(Households (000) & %) { 14.5

NBC TV

SATURDAY NIGHT
(11:30-12:53AM)
(SUSTAINING 12:53-1:00AM)

AVERAGE AUDIENCE { 6,790
(Households (000) & %) { 8.1 9.5* 7.9* 6.5*
SHARE OF AUDIENCE % 23 23* 23* 22*
AVG. AUD. BY ¼ HR. % 9.6 9.3 8.2 7.6 6.6 6.3

TOTAL AUDIENCE { 3,940
(Households (000) & %) { 4.7

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 3,850
(Households (000) & %) { 4.6
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.6

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

2

TOTAL AUDIENCE { 10,220
(Households (000) & %) { 12.2

NBC TV

SATURDAY NIGHT
(11:30-12:49AM)
(SUSTAINING 12:49-1:00AM)

AVERAGE AUDIENCE { 6,120
(Households (000) & %) { 7.3 8.5* 7.1* 5.8*
SHARE OF AUDIENCE % 22 22* 22* 21*
AVG. AUD. BY ¼ HR. % 8.6 8.4 7.4 6.7 5.9 5.3

TV HOUSEHOLDS USING TV	WK. 1	50.7	48.8	42.7	38.9	34.9	32.5	29.7	28.1	24.7	22.1	19.4	17.7	15.2	13.5	12.1	10.7
(See Def. 1)	WK. 2	49.0	45.4	39.8	37.6	34.4	31.1	28.2	25.7	23.1	20.8	17.9	15.2	13.1	11.7	10.2	8.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. MAR.3, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.26, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	17,010 20.3				32,430 38.7											
	ABC TV		RIPLEY'S BELIEVE IT-NOT				ABC SUNDAY NIGHT MOVIE LACE, PART 1 (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	11,480 13.7	12.3*		15.0*	23,630 28.2	25.6*		27.4*		28.3*		28.9*		29.4*		29.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 11.9	19*	13.5	22*	39 25.1	36*	26.1	27.0	27.8	28.1	28.5	28.9	29.0	29.5	29.4	29.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	27,650 33.0				31,840 38.0											
	CBS TV		60 MINUTES				SPECIAL MOVIE PRSNT-SUN STAR WARS (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	20,360 24.3	23.4*		25.3*	21,030 25.1	25.3*		26.0*		26.4*		25.9*		25.4*		21.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	37 22.4	36*	25.6	37*	35 25.1	35*	25.5	25.7	26.4	26.6	26.2	25.9	25.9	25.9	24.9	24.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,790 8.1				18,270 21.8											
	NBC TV		FIRST CAMERA				NBC SUNDAY NIGHT MOVIE URBAN COWBOY(R) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,270 5.1	5.3*		4.9*	8,800 10.5	8.8*		9.7*		10.7*		10.8*		11.4*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 5.6	8*	4.7	7*	15 8.4	12*	9.2	9.4	10.0	10.7	10.8	10.8	10.8	10.9	11.8	12.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	14,830 17.7				18,440 22.0											
	ABC TV		RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE A STREETCAR NAMED DESIRE (9:00-11:33PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,730 12.8	11.5*		14.1*	14,410 17.2	16.1*		18.3*		19,360 23.1	23.6*		24.3*		23.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 10.7	19*	13.6	23*	26 15.8	25*	16.5	17.6	19.0	23.7	23.6	24.4	24.2	24.3	23.3	22.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	25,060 29.9				16,260 19.4		13,490 16.1		17,100 20.4		17,600 21.0		19,780 23.6			
	CBS TV		60 MINUTES				SUZANNE PLESHETTE SHOW		FOUR SEASONS (SD)		JEFFERSONS		ALICE		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	19,610 23.4	22.6*		24.3*	13,990 16.7		11,900 14.2		14,410 17.2		15,250 18.2		15,840 18.9		18.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	38 21.4	38*	24.1	39*	26 17.7		22 14.2	14.2	26 15.9	18.5	28 17.6	18.8	32 18.2	30*	18.9	19.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,540 7.8				17,180 20.5				17,180 20.5							
	NBC TV		FIRST CAMERA				KNIGHT RIDER (SD)				TV ACADEMY HALL OF FAME (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6	4.8*		4.5*	13,740 16.4	15.2*		17.6*		8,380 10.0	10.4*		10.7*		9.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 5.1	8*	4.2	7*	25 14.1	24*	16.3	17.7	27*	16 11.3	16*	9.5	16*	11.1	16*	9.1*
TV HOUSEHOLDS USING TV WK. 1			64.1	65.4	66.9	68.8	70.9	72.0	73.5	74.5	74.2	74.3	74.0	73.1	71.4	69.9	68.3	63.1
(See Def. 1) WK. 2			59.0	61.1	61.8	62.6	63.9	65.1	65.4	66.6	66.0	66.6	66.2	65.1	62.1	59.8	57.9	56.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. MAR.4, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,450
(Households (000) & %) { 6.5

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE { 5,200
(Households (000) & %) { 6.2
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 6.2

W

TOTAL AUDIENCE { 5,950
(Households (000) & %) { 7.1

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 5,450
(Households (000) & %) { 6.5
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 6.5

E

E

K

1

TOTAL AUDIENCE { 2,600
(Households (000) & %) { 3.1

NBC TV

NBC LATE NIGHT MOVIE
THE GIRLS OF THE WHITE ORCHID(R)
(11:30-1:33AM)

AVERAGE AUDIENCE { 1,260
(Households (000) & %) { 1.5
SHARE OF AUDIENCE % 7
AVG. AUD. BY ¼ HR. % 1.8

1.8*	1.9	1.7	1.4	1.2	1.3	1.2	1.2	.6
------	-----	-----	-----	-----	-----	-----	-----	----

TOTAL AUDIENCE { 3,520
(Households (000) & %) { 4.2

ABC TV

(1)
(OP)

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE { 3,180
(Households (000) & %) { 21.8*
SHARE OF AUDIENCE % 43*
AVG. AUD. BY ¼ HR. % 22.0

21.6	4.1	3.2
------	-----	-----

W

TOTAL AUDIENCE { 4,940
(Households (000) & %) { 5.9

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 4,860
(Households (000) & %) { 5.8
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.8

E

E

K

2

TOTAL AUDIENCE { 2,180
(Households (000) & %) { 2.6

NBC TV

NBC LATE NIGHT MOVIE
FRENCH POSTCARDS
(11:30-1:27AM)
(SUSTAINING 1:27-1:34AM)

AVERAGE AUDIENCE { 1,010
(Households (000) & %) { 1.2
SHARE OF AUDIENCE % 5
AVG. AUD. BY ¼ HR. % 1.8

1.6*	1.2*	1.0*	1.0*
4*	5*	5*	7*
1.3	1.1	1.1	1.0

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	50.7	43.8	35.6	30.8	26.4	23.6	20.4	18.4	15.9	13.5	10.6	9.1	8.5	7.6	6.8	5.9
(See Def. 1)			52.3	48.3	38.9	32.4	26.2	23.2	19.8	18.0	15.6	13.8	12.1	9.8	8.0	7.2	6.7	6.1

U.S. TV Households: 83,800,000

(1)ABC SUNDAY NIGHT MOVIE, A STREETCAR NAMED DESIRE, ABC, (9:00-11:33PM)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.20-24, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			5,200 6.2				6,030 7.2									
	ABC TV				← GOOD MORNING, AMERICA-730 (CO-OP) →				← GOOD MORNING, AMERICA-830 (CO-OP) →									
	AVERAGE AUDIENCE (Households (000) & %)	{			4,110 4.9				4,940 5.9									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			23 4.7	5.1			25 5.9	6.0								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,440 4.1				3,850 4.6				5,280 6.3		5,360 6.4			
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)	{			2,850 3.4				3,100 3.7				4,440 5.3		4,610 5.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			16 3.4	3.3			16 3.6	3.8			21 5.0	5.5	21 5.4	5.7		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,110 4.9				4,440 5.3				4,530 5.4		4,780 5.7			
	NBC TV				← TODAY SHOW-7.30AM (CO-OP) →				← TODAY SHOW-8.30AM (CO-OP) →				FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{			3,100 3.7				3,690 4.4				3,940 4.7		4,110 4.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			18 3.7	3.8			19 4.3	4.5			19 4.4	4.9	19 4.9	5.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			6,200 7.4				6,540 7.8									
	ABC TV				← GOOD MORNING, AMERICA-730 (CO-OP) →				← GOOD MORNING, AMERICA-830 (CO-OP) →									
	AVERAGE AUDIENCE (Households (000) & %)	{			4,940 5.9				5,530 6.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			25 5.8	6.0			27 6.6	6.6								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,440 4.1				3,850 4.6				5,780 6.9		6,120 7.3			
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)	{			2,770 3.3				3,100 3.7				4,860 5.8		5,280 6.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			14 3.2	3.4			15 3.6	3.9			22 5.6	6.1	23 6.2	6.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,940 5.9				5,110 6.1				4,610 5.5		4,860 5.8			
	NBC TV				← TODAY SHOW-7.30AM (CO-OP) →				← TODAY SHOW-8.30AM (CO-OP) →				FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{			3,850 4.6				4,110 4.9				3,850 4.6		4,360 5.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%			20 4.7	4.5			20 4.9	5.0			17 4.4	4.9	19 5.0	5.3		
TV HOUSEHOLDS USING TV WK. 1			12.7	14.7	17.0	18.3	19.6	21.6	22.3	22.9	23.2	23.7	24.0	24.3	24.6	25.5	25.8	26.0
(See Def. 1) WK. 2			14.4	16.9	18.8	20.4	21.9	22.9	23.4	24.4	24.9	25.3	25.2	25.6	25.9	26.6	27.0	27.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.27-MAR.2, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,190 5.0		{ 4,020 4.8		{ 5,030 6.0		{ 4,940 5.9		{ 9,970 11.9		{ 9,130 10.9					
	ABC TV	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.2		{ 3,520 4.2		{ 4,190 5.0		{ 4,270 5.1		{ 7,710 9.2		{ 6,700 8.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 16 4.1		{ 16 4.2		{ 18 4.7		{ 17 4.8		{ 28 8.2		{ 26 8.1		{ 26 * 7.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,540 9.0		{ 10,390 12.4				{ 10,390 12.4				{ 8,720 10.4		{ 6,370 7.6			
	CBS TV	PRICE IS RIGHT 1 (MTHF)(S)(OP)		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,540 7.8		{ 8,880 10.6				{ 8,130 9.7		{ 7,210 8.6		{ 5,700 6.8					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 29 7.3		{ 40 10.3		{ 33 9.6		{ 34 * 9.9		{ 27 8.3		{ 23 8.8		{ 29 * 8.7			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,710 9.2		{ 5,030 6.0		{ 3,100 3.7		{ 3,350 4.0		{ 7,880 9.4		{ 6,120 7.3					
	NBC TV	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1		{ 4,440 5.3		{ 2,600 3.1		{ 2,850 3.4		{ 6,290 7.5		{ 4,610 5.5					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 31 8.1		{ 20 5.3		{ 11 3.1		{ 12 3.3		{ 23 7.1		{ 18 5.8		{ 18 * 5.5			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,190 5.0		{ 3,600 4.3		{ 4,860 5.8		{ 5,200 6.2		{ 10,390 12.4		{ 9,220 11.0					
	ABC TV	BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.2		{ 3,180 3.8		{ 4,190 5.0		{ 4,360 5.2		{ 8,040 9.6		{ 6,960 8.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 15 4.2		{ 14 3.7		{ 17 4.6		{ 17 4.9		{ 28 8.7		{ 26 8.4		{ 26 * 8.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,880 9.4		{ 11,310 13.5				{ 10,310 12.3				{ 8,800 10.5		{ 6,700 8.0			
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,040 8.4		{ 9,800 11.7				{ 7,880 9.4		{ 7,290 8.7		{ 6,030 7.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 30 7.9		{ 42 11.2		{ 31 9.5		{ 32 * 9.5		{ 27 8.3		{ 25 * 8.6		{ 28 * 8.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,380 10.0		{ 5,110 6.1		{ 3,350 4.0		{ 3,440 4.1		{ 7,710 9.2		{ 6,030 7.2					
	NBC TV	WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,210 8.6		{ 4,530 5.4		{ 2,850 3.4		{ 2,930 3.5		{ 6,450 7.7		{ 4,780 5.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 31 8.6		{ 19 5.4		{ 11 3.4		{ 11 3.3		{ 23 7.5		{ 18 5.9		{ 18 * 5.7			
TV HOUSEHOLDS USING TV WK. 1		26.0	26.8	26.7	27.3	28.3	29.5	29.6	30.3	31.7	32.8	32.6	32.4	31.1	30.8	29.4	30.6
(See Def. 1) WK. 2		27.5	27.9	27.6	28.7	30.4	31.4	30.9	32.2	33.2	33.7	33.5	33.2	31.9	31.9	30.9	32.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 20-24, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,640 12.7		GENERAL HOSPITAL		{ 3,180 3.8		EDGE OF NIGHT				{ 10,220 12.2		ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,380 10.0				{ 2,770 3.3						{ 8,720 10.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 30 9.7		9.8* 10.0		10.2* 10.2		3.3 3.4		10 3.3		18 10.2		10.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,970 10.7		GUIDING LIGHT (SD)		{ 4,110 4.9		TATTLETALES				{ 13,660 16.3		CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,540 9.0				{ 3,440 4.1						{ 11,980 14.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 27 8.4		8.7* 8.9		9.2* 9.1		12 4.0		4.3		25 14.1		14.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 4,940 5.9		MATCH GM/HOLLYWOOD SQS HR								{ 10,060 12.0		NBC NIGHTLY NEWS	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,440 4.1				{ 8,720 10.4						{ 8,720 10.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 12 3.7		3.9* 4.1		4.3* 4.3		13* 4.5				18 10.1		10.8	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 11,230 13.4		GENERAL HOSPITAL		{ 3,100 3.7		EDGE OF NIGHT				{ 11,650 13.9		ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,720 10.4				{ 2,770 3.3						{ 10,060 12.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 30 10.2		10.3* 10.4		10.5* 10.6		3.3 3.4		9 3.2		20 12.0		11.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,970 10.7		GUIDING LIGHT (SD)		{ 3,940 4.7		TATTLETALES				{ 13,580 16.2		CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,370 8.8				{ 3,350 4.0						{ 11,980 14.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 25 8.5		8.6* 8.8		9.0* 9.1		11 3.9		4.0		24 14.4		14.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 5,280 6.3		MATCH GM/HOLLYWOOD SQS HR								{ 10,640 12.7		NBC NIGHTLY NEWS	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,770 4.5				{ 9,390 11.2						{ 9,390 11.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 13 4.0		12* 4.4		13* 4.7		4.8				19 10.9		11.5	

TV HOUSEHOLDS USING TV WK. 1		32.3	33.8	34.6	35.2	33.9	35.4	37.0	39.1	41.0	43.3	45.4	48.3	51.2	53.5	54.9	56.8
(See Def. 1) WK. 2		34.0	35.3	36.4	37.5	36.7	38.1	39.9	41.8	43.5	45.9	47.7	49.9	53.4	56.1	58.3	59.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 27-MAR. 2, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 25, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,110 4.9		4,940 5.9		5,360 6.4		5,200 6.2		5,700 6.8		5,610 6.7	
	ABC TV					MONCHHICHS (SD)		RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					3,350 4.0		4,020 4.8		4,360 5.2		4,440 5.3		4,940 5.9		4,860 5.8	
	SHARE OF AUDIENCE %					22		22		20		18		19		19	
	AVG. AUD. BY ¼ HR.					3.5	4.6	4.7	4.9	5.0	5.4	5.1	5.4	5.8	6.1	5.6	6.0
E K 2	TOTAL AUDIENCE (Households (000) & %)	2,350 2.8					4,190 5.0		6,450 7.7			6,290 7.5		5,700 6.8		5,870 7.0	
	CBS TV	CAPTAIN KANGAROO-SAT				CHARLIE BROWN/SNOOPY SHOW (SD)		SATURDAY SUPERCADDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF- JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	1,260 1.5	1.2*		1.9*	3,270 3.9		4,190 5.0	4.3*		5.7*	5,200 6.2		4,610 5.5		4,690 5.6	
	SHARE OF AUDIENCE %	14	14 *		15 *	22		21	20 *		22 *	22		18		18	
	AVG. AUD. BY ¼ HR.	.9	1.4	1.7	2.2	3.7	4.0	4.0	4.6	5.5	5.9	6.1	6.3	5.7	5.3	5.5	5.7
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,360 5.2		5,950 7.1		7,370 8.8		8,300 9.9		9,130 10.9		8,300 9.9	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					3,350 4.0		4,610 5.5		6,200 7.4		7,290 8.7		7,710 9.2		7,040 8.4	
	SHARE OF AUDIENCE %					22		25		29		30		30		28	
	AVG. AUD. BY ¼ HR.					3.6	4.4	5.1	5.9	7.0	7.8	8.6	8.7	9.5	9.0	8.4	8.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,600 4.3		4,780 5.7		4,610 5.5		4,940 5.9		5,530 6.6		4,270 5.1	
	ABC TV					MONCHHICHS (SD)		RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					2,930 3.5		3,770 4.5		4,020 4.8		4,110 4.9		4,690 5.6		3,770 4.5	
	SHARE OF AUDIENCE %					21		22		20		18		19		16	
	AVG. AUD. BY ¼ HR.					3.2	3.8	4.3	4.7	4.9	4.7	4.8	5.0	5.6	5.6	4.3	4.8
E K 2	TOTAL AUDIENCE (Households (000) & %)	2,260 2.7					3,350 4.0		6,700 8.0			6,370 7.6		5,200 6.2		5,030 6.0	
	CBS TV	CAPTAIN KANGAROO-SAT				CHARLIE BROWN/SNOOPY SHOW (SD)		SATURDAY SUPERCADDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF- JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	1,260 1.5	1.3*		1.8*	2,770 3.3		4,110 4.9	4.1*		5.8*	5,280 6.3		4,360 5.2		4,020 4.8	
	SHARE OF AUDIENCE %	15	16 *		16 *	20		22	20 *		24 *	23		18		17	
	AVG. AUD. BY ¼ HR.	1.0	1.5	1.7	1.9	3.0	3.5	3.8	4.4	5.8	5.7	6.3	6.4	5.2	5.2	4.6	5.0
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,940 4.7		5,870 7.0		7,210 8.6		8,460 10.1		8,630 10.3		8,300 9.9	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					3,350 4.0		4,690 5.6		5,780 6.9		7,460 8.9		7,210 8.6		7,210 8.6	
	SHARE OF AUDIENCE %					24		27		28		33		30		30	
	AVG. AUD. BY ¼ HR.					3.5	4.5	5.2	6.0	6.2	7.6	9.0	8.9	8.9	8.4	8.6	8.6
TV HOUSEHOLDS USING TV WK. 1		9.5	11.1	12.9	15.4	17.9	20.1	21.9	23.9	25.5	27.3	28.1	28.9	30.3	30.5	30.8	30.8
(See Def. 1) WK. 2		8.4	10.5	11.6	13.5	16.3	18.9	20.7	23.0	24.5	25.8	27.2	27.6	28.2	28.7	28.0	29.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 3, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,450 6.5		6,030 7.2		6,540 7.8		6,290 7.5								
	ABC TV		PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CANE, PT2		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,610 5.5		4,940 5.9		5,360 6.4		3,850 4.6		4.7*		4.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 5.4	5.5	19 5.9	5.8	19 6.2	6.6	14 4.9	14* 4.4		14* 4.5					
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,280 6.3		5,030 6.0		6,700 8.0							11,650 13.9			
	CBS TV		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)				WOMEN'S INDOOR TENNIS					CBS NCAA BASKETBALL-SAT GEORGETOWN VS BOSTON AUBURN VS LOUISIANA (2:00-4:18PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,270 5.1		4,270 5.1		2,430 2.9	2.6*		2.7*		3.2*		4,610 5.5	4.3*		5.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	17 5.2	5.0	16 5.3	5.0	9 2.7	8* 2.5	8* 2.6	8* 2.8	10* 3.1	9* 3.2	9* 3.0	16 4.2	13* 4.3	16* 4.9	16* 5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,800 10.5		7,040 8.4		7,710 9.2		6,370 7.6								
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR								
	AVERAGE AUDIENCE (Households (000) & %)	{	7,290 8.7		6,120 7.3		6,540 7.8		5,360 6.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 8.5	8.8	24 7.2	7.3	24 8.0	20 7.6	20 6.2	6.7							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.2		4,360 5.2		4,270 5.1		5,360 6.4								
	ABC TV		PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS THE PUPPY SAVES THE CIRCUS		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,600 4.3		3,690 4.4		3,350 4.0		2,850 3.4		2.9*		3.9*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	15 4.5	4.1	16 4.2	4.6	14 4.0	12 3.9	12 2.8	10* 3.0		13* 4.0					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,030 7.2		5,360 6.4		3,020 3.6		3,600 4.3		3,100 3.7		2,350 2.8		9,890 11.8		
	CBS TV		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.		CBS NCAA BASKETBALL-SAT ST. JOHN'S VS VILLANOVA MEMPHIS STATE VS LOUISVILLE (2:00-4:16PM)		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,030 6.0		4,190 5.0		2,430 2.9		2,850 3.4		2,600 3.1		1,930 2.3		3,520 4.2	3.5*	3.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	21 6.0	6.1	18 5.2	4.7	10 2.9	12 2.8	12 3.2	11 3.6	8 3.0	8 3.1	14 2.5	14 3.4	12* 3.6	13* 3.8	13* 3.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,370 7.6		5,610 6.7		5,780 6.9		5,280 6.3		8,630 10.3						
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR						NCAA BASKETBALL-REG'L LOUISIANA STATE VS KENTUCKY ARIZONA STATE VS STANFORD MULTI-SEGMENT TELECAST		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,530 6.6		4,530 5.4		4,690 5.6		4,360 5.2		3,180 3.8						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 6.9	6.4	19 5.0	5.8	19 5.8	18 5.5	18 5.0	15* 5.4	12 4.7	15* 3.9	14* 3.8	14* 4.2	12* 4.0	11* 3.5	11* 3.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	30.5 28.6	30.1 28.3	30.3 28.0	31.2 28.8	32.9 29.2	33.4 29.8	32.7 29.7	33.2 29.4	32.8 28.6	32.8 28.7	33.5 28.3	34.0 29.1	34.0 30.2	33.6 31.1	33.3 30.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.8		10,560 12.6						13,910 16.6							
	ABC TV		SPORTSBEAT ← PRO BOWLERS TOUR → ABC WIDE WORLD-SPORTS SAT →															
	AVERAGE AUDIENCE (Households (000) & %)	{	2,430 2.9		6,540 7.8	6.5*		8.1*		8.7*	7,210 8.6	8.4*		8.6*			8.7*	
	SHARE OF AUDIENCE %	{	8		20	17 *		21 *		21 *	19	20 *		19 *			18 *	
WEEK 2	AVG. AUD. BY ¼ HR. %	{	2.9	2.8	6.1	6.9	7.7	8.4	8.7	8.6	8.3	8.5	8.5	8.7	9.0		8.5	
	TOTAL AUDIENCE (Households (000) & %)	{					11,730 14.0										10,390 12.4	
	CBS TV		CBS NCAA BASKETBALL-SAT GEORGETOWN VS BOSTON AUBURN VS LOUISIANA (2:00-4:18PM) (-OP) CBS SPORTS SATURDAY (4:18-5:59PM) (OP) CBS SAT. NEWS-SCHIEFFER															
	AVERAGE AUDIENCE (Households (000) & %)	{		5.6*		6.2*		6,370 7.6		6.7*		7.9*		8.9*			8,630 10.3	
WEEK 3	SHARE OF AUDIENCE %	{		16 *		17 *		19		17 *		20 *		21 *			20	
	AVG. AUD. BY ¼ HR. %	{	5.4	5.8	6.0	6.4	7.3	5.9	6.3	7.1	7.7	8.0	8.6	9.2		10.0	10.6	
	TOTAL AUDIENCE (Households (000) & %)	{					7,370 8.8										8,210 9.8	
	NBC TV		NCAA BASKETBALL-NAT'L KENTUCKY VS GEORGIA NBC NIGHTLY NEWS-SAT.															
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{					3,100 3.7	3.7*		3.6*		3.6*		3.8*			6,620 7.9	
	SHARE OF AUDIENCE %	{					9	10 *		9 *		9 *		9 *			16	
	AVG. AUD. BY ¼ HR. %	{					3.7	3.7	3.8	3.4	3.7	3.5	3.5	4.0		7.9	7.9	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	2,430 2.9		10,220 12.2						15,670 18.7							
	ABC TV		SPORTSBEAT ← PRO BOWLERS TOUR → ABC WIDE WORLD-SPORTS SAT →															
	AVERAGE AUDIENCE (Households (000) & %)	{	2,010 2.4		5,610 6.7	5.1*		7.0*		8.0*	8,130 9.7	9.0*		10.4*			9.5*	
	SHARE OF AUDIENCE %	{	8		19	16 *		20 *		21 *	23	23 *		25 *			20 *	
WEEK 6	AVG. AUD. BY ¼ HR. %	{	2.4	2.3	4.7	5.4	6.4	7.7	8.1	7.9	8.7	9.4	10.0	10.8	9.7	9.4		
	TOTAL AUDIENCE (Households (000) & %)	{					8,970 10.7										8,970 10.7	
	CBS TV		CBS NCAA BASKETBALL-SAT ST. JOHN'S VS VILLANOVA MEMPHIS STATE VS LOUISVILLE (2:00-4:16PM) (-OP) CBS SPORTS SATURDAY (4:16-5:59PM) (OP) CBS SAT. NEWS-SCHIEFFER															
	AVERAGE AUDIENCE (Households (000) & %)	{		4.2*		4.7*		3,440 4.1		4.4*		4.5*		3.3*			7,710 9.2	
WEEK 7	SHARE OF AUDIENCE %	{		14 *		15 *		11		12 *		12 *		9 *			18	
	AVG. AUD. BY ¼ HR. %	{	4.1	4.3	4.4	5.0	5.8	3.9	4.2	4.6	5.1	4.0	3.3	3.3		9.0	9.3	
	TOTAL AUDIENCE (Households (000) & %)	{		6,540 7.8							4,110 4.9						7,630 9.1	
	NBC TV		(1) (-OP)	NCAA BASKETBALL-NAT'L UNIVERSITY OF LAS VEGAS VS OKLAHOMA (3:21-5:07PM) (OP) HONDA CLASSIC-SAT (5:07-6:00PM) (OP) NBC NIGHTLY NEWS-SAT.														
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{		2,600 3.1		2.3*		2.8*		3.9*	2,600 3.1	3.3*		3.0*			6,120 7.3	
	SHARE OF AUDIENCE %	{		9		7 *		8 *		11 *	8	9 *		8 *			15	
	AVG. AUD. BY ¼ HR. %	{	4.2	2.3	2.3	2.3	2.4	3.1	3.7	4.2	3.6	3.1	3.1	2.9		7.0	7.7	
	TV HOUSEHOLDS USING TV (See Def. 1)	{	WK. 1 34.4	35.5	37.0	38.4	38.5	39.7	40.0	41.3	41.4	42.8	44.3	45.5	47.9	48.9	49.9	51.7
			WK. 2 29.7	30.4	31.1	32.9	35.2	36.2	37.3	38.2	38.8	39.3	40.1	41.6	45.4	48.1	49.2	50.8

U.S. TV Households: 83,800,000

(1) NCAA BASKETBALL-REG'L, LOUISIANA ST. VS KENTUCKY ARIZONA ST. VS STANFORD, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. MAR. 3, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %) {																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %) {																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E	TOTAL AUDIENCE (Households (000) & %) {																
	CAPTAIN KANGAROO-SUN (SUS) 7,710 9.2 SUNDAY MORNING 3,270 3.9 FACE THE NATION																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %) {																
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TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	5,950 7.1 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS) 5,360 6.4 AMERICAN SPORTSMAN 16,760 20.0 (1)																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,690 4.4 4.1* 4.7* 4,110 6,700																
	SHARE OF AUDIENCE %	13 12 * 14 * 13 19 8.0 8.1*																
	AVG. AUD. BY ¼ HR.	4.1 4.2 4.6 4.7 4.2 5.5 8.0 8.3																
E K 2	TOTAL AUDIENCE (Households (000) & %)	12,400 14.8 FOR OUR TIMES (SUS) NBA ON CBS LOS ANGELES VS PHILADELPHIA CBS NCAA BASKETBALL-SUN LOUISVILLE VS DEPAUL (2:30-4:33PM) 10,640 12.7																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,280 6.3 4.1* 5.2* 7.2* 7.8* 7.1* 4,940																
	SHARE OF AUDIENCE %	18 13 * 16 * 21 * 21 * 19 * 15 5.9 5.5*																
	AVG. AUD. BY ¼ HR.	3.7 4.6 4.8 5.7 6.7 7.6 7.7 7.9 7.9 6.4 5.7 5.4																
W E K 2	TOTAL AUDIENCE (Households (000) & %)	3,850 4.6 MEET THE PRESS NBC RELIGIOUS SERIES (SUS) NCAA BASKETBALL GAME-SUN ARKANSAS VS HOUSTON MICHIGAN STATE VS INDIANA (2:00-4:00PM) 6,700 8.0																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,100 3.7 3.1* 3.4* 3.4*																
	SHARE OF AUDIENCE %	11 8 * 9 * 9 *																
	AVG. AUD. BY ¼ HR.	3.7 3.6 2.9 3.4 3.6 3.3																
W E K 2	TOTAL AUDIENCE (Households (000) & %)	6,450 7.7 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS) 5,110 6.1 AMERICAN SPORTSMAN 16,930 20.2 USFL FOOTBALL N.J. VS JACKSONVILLE BIRMINGHAM VS L.A. (2:30-6:01PM)																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,020 4.8 4.6* 5.0* 3,770 6,620																
	SHARE OF AUDIENCE %	15 14 * 15 * 13 20 18 * 6.5*																
	AVG. AUD. BY ¼ HR.	4.3 4.9 5.1 5.0 3.9 5.1 6.1 6.9																
E K 2	TOTAL AUDIENCE (Households (000) & %)	12,740 15.2 FOR OUR TIMES (SUS) NBA ON CBS LOS ANGELES VS DETROIT 11,560 13.8 (2)																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,360 6.4 4.5* 6.0* 6.4* 7.4* 7.7* 5,450																
	SHARE OF AUDIENCE %	19 14 * 18 * 19 * 21 * 21 * 17 6.5 6.0*																
	AVG. AUD. BY ¼ HR.	4.1 4.9 5.7 6.4 6.1 6.6 7.3 7.6 7.7 7.7 6.1 5.9																
W E K 2	TOTAL AUDIENCE (Households (000) & %)	3,020 3.6 MEET THE PRESS NCAA BASKETBALL GAME-SUN VIRGINIA VS MARYLAND 5,450 6.5																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,350 2.8 2.1* 2.5* 2.6* 2.3*																
	SHARE OF AUDIENCE %	8 6 * 7 * 7 * 6 *																
	AVG. AUD. BY ¼ HR.	2.8 2.8 2.3 2.0 2.4 2.5 2.7 2.5 2.5 2.1																
TV HOUSEHOLDS USING TV		WK. 1	31.6	31.8	32.2	32.4	32.4	32.8	32.8	33.3	34.1	35.2	35.9	36.7	36.8	37.8	39.1	40.1
(See Def. 1)		WK. 2	30.0	30.7	32.0	32.6	32.5	33.0	32.0	33.3	33.5	34.3	34.7	35.5	35.7	36.4	36.1	37.0

U.S. TV Households: 83,800,000

(1) USFL FOOTBALL, NEW JERSEY VS BIRMINGHAM & OAKLAND VS ARIZONA, ABC, MULTI-SEGMENT TELECAST

(2) CBS NCAA BASKETBALL-SUN, HOUSTON VS ARKANSAS & INDIANA VS ILLINOIS, CBS, (2:30-4:37PM)

For explanation of symbols, See page A.

DAY SUN. MAR. 4, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)																7,880 9.4		
	ABC TV	USFL FOOTBALL NEW JERSEY VS BIRMINGHAM OAKLAND VS ARIZONA MULTI-SEGMENT TELECAST															ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)		8.8*		8.6*		6.7*		7.7*		8.3*		7.6*				6,790		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	8.8	22 *	8.7	22 *	7.1	17 *	7.4	18 *	8.2	18 *	7.5	16 *			14	8.4		
E K 2	TOTAL AUDIENCE (Households (000) & %)																10,140 12.1		
	CBS TV	CBS NCAA BASKETBALL-SUN LOUISVILLE VS DEPAUL (2:30-4:33PM) (-OP)															CBS SPORTS SUNDAY (4:33-6:00PM) (OP)	CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)		5.4*		5.5*		7.2*	5,200	5.4*		5.8*		7.4*		8,630				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.5	14 *	5.3	14 *	6.9	18 *	14	13 *	5.8	13 *	6.8	16 *	10.0	10.5				
W E K 2	TOTAL AUDIENCE (Households (000) & %)																9,050 10.8		
	NBC TV	NCAA BASKETBALL GAME-SUN ARKANSAS VS HOUSTON MICHIGAN STATE VS INDIANA (2:00-4:00PM)															SPORTSWORLD	NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)		3.3*		3.7*	4,110	4.9	3.5*	5.3*		5.4*		5.3*				6,620		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.0	8 *	3.7	9 *	3.1	11	9 *	12 *	5.4	12 *	5.6	11 *	8.0	7.9				
W E K 2	TOTAL AUDIENCE (Households (000) & %)																8,300 9.9		
	ABC TV	USFL FOOTBALL NEW JERSEY VS JACKSONVILLE BIRMINGHAM VS LOS ANGELES (2:30-6:01PM)															ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)		7.6*		7.7*		7.0*		7.7*		9.0*		9.5*				6,620		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	7.4	20 *	7.7	20 *	7.6	18 *	7.1	19 *	8.7	21 *	9.2	21 *	<<	7.9	7.9			
E K 2	TOTAL AUDIENCE (Households (000) & %)																10,810 12.9		
	CBS TV	CBS NCAA BASKETBALL-SUN HOUSTON VS ARKANSAS INDIANA VS ILLINOIS (2:30-4:37PM)(-OP)															CBS SPORTS SUNDAY (4:37-6:00PM) (OP)	CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)		6.2*		6.5*		7.3*	5,450	5.4*		6.1*		7.7*		8,630				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.4	16 *	6.4	17 *	7.3	18 *	15	13 *	5.4	14 *	7.5	17 *	9.8	10.9				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	8,630 10.3															5,280 6.3		7,540 9.0
	NBC TV	HONDA CLASSIC-SUN (3:00-5:20PM) (-OP)														SPORTSWORLD (5:20-6:00PM) (OP)	NBC NIGHTLY NEWS- SUN		
	AVERAGE AUDIENCE (Households (000) & %)	3,770 4.5	3.0*		3.6*		4.7*		5.5*		3,850		4.8*				6,370		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11	8 *		9 *		12 *		13 *		10		11 *				7.6		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.8	40.9	41.1	41.5	41.4	42.0	43.2	44.6	46.4	48.3	49.0	50.9	55.0	57.6	59.7	62.0	
		WK. 2	37.9	38.4	38.9	40.0	40.8	41.0	41.9	43.0	44.0	45.1	46.0	48.1	51.8	52.9	54.8	56.4	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAR. 4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	1	8.55- 8.56PM	8.45	13,490	16.1	13,490	16.1	22	16.1										
ABC ABC BUSINESS BRIEF-MON.(SUS)	2	8.58- 8.59PM	8.45																
ABC '84 VOTE:IA CAUCUS-10:42P(S)	1	10.42-10.44PM	10.30	15,590	18.6	14,920	17.8	27	17.8										
CBS MASTER OF THE GAME PT.2(S)	1	8.00-11.01PM	+GRID 11.00	32,010	38.2	23,210	27.7	40	21.3										
EVENING TUESDAY																			
ABC '84 VOTE:NH PRIMRY- 8:02P(S)	2	8.02- 8.04PM	8.00							10,640	12.7	10,060	12.0	18	12.0				
ABC ABC BUSINESS BRIEF-TUE.(SUS)		8.58- 8.59PM	8.45																
CBS GRAMMY AWARDS(S)	2	8.00-11.21PM	+GRID 11.00 11.15							44,330	52.9	25,810	30.8	45	26.9 23.9				
EVENING WEDNESDAY																			
ABC FALL GUY	1	8.39- 9.39PM	+GRID 9.30	23,550	28.1	16,680	19.9	30 22.7*	22.7										
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45																
	1	9.37- 9.38PM	9.30	17,770	21.2	17,770	21.2	32	21.2	19,530	23.3	19,530	23.3	34	23.3				
ABC DYNASTY	1	9.39-10.39PM	+GRID	24,130	28.8	19,270	23.0	36											
ABC HOTEL	1	10.39-11.39PM	10.30 +GRID 11.00 11.15 11.30	20,110	24.0	16,260	19.4	38 24.2* 19.4* 18.4*	24.2 40* 38* 42*										
CBS CBS WEDNESDAY NIGHT MOVIE	1	8.39-11.08PM	+GRID 11.00	19,110	22.8	9,550	11.4	18 11.5*	11.5 22*										
NBC ST. ELSEWHERE	1	10.30-11.30PM	+GRID 11.00 11.15	13,990	16.7	10,890	13.0	24 13.0*	13.5 26*										
EVENING THURSDAY																			
ABC ABC BUSINESS BRIEF-THU.(SUS)		8.58- 8.59PM	8.45																
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.43PM	8.30	16,170	19.3	16,170	19.3	32	19.3										
	2	8.43- 8.44PM	8.30							14,080	16.8	14,080	16.8	28	16.8				
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	14,080	16.8	14,080	16.8	28	16.8	14,670	17.5	14,670	17.5	30	17.5				
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,330	17.1	14,330	17.1	29	17.1	14,920	17.8	14,920	17.8	30	17.8				
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,060	12.0	10,060	12.0	20	12.0	10,730	12.8	10,730	12.8	22	12.8				
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,220	12.2	10,220	12.2	20	12.2	9,130	10.9	9,130	10.9	18	10.9				
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	2	8.30- 8.32PM	8.30							14,410	17.2	14,250	17.0	26	17.0				
	1	9.01- 9.03PM	9.00	22,790	27.2	22,460	26.8	36	26.8										

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.33PM	GRID 11.30																
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	23,130	27.6	23,130	27.6	38	27.6										
	2	9.54- 9.56PM	9.45							19,440	23.2	19,270	23.0	35	23.0				
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45							10,140	12.1	10,140	12.1	18	12.1				
	1	9.01- 9.02PM	9.00	19,690	23.5	19,690	23.5	32	23.5										
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45							10,140	12.1	10,140	12.1	18	12.1				
	1	9.16- 9.17PM	9.15	7,460	8.9	7,460	8.9	12	8.9										
NBC NBC NEWS DIGEST-2-SUN.	2	9.40- 9.41PM	9.30							7,540	9.0	7,540	9.0	14	9.0				
	1	10.02-10.03PM	10.00	7,790	9.3	7,790	9.3	13	9.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	9.45 10.30	13,410	16.0	13,740	16.4	25	14.5 21.6	M-F WED.	15,340	18.3	14,410	17.2	26	18.1	M-F		
ABC '84 VOTE:IA CAUCUS-11:30P(S)	1	11.30-12.07AM	11.30 11.45 12.00	6,120	7.3	4,360	5.2 5.5* 3.9*	16 16* 14*	6.3 4.8 3.9	MON. MON. MON.									
ABC '84 VOTE:NH PRIMRY-11:30P(S)	2	11.30-12.09AM	11.30 11.45 12.00								6,790	8.1	4,440	5.3 5.6* 4.1*	15 15* 14*	6.2 4.9 4.1	TUE. TUE. TUE.		
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	5,700	6.8	4,610	5.5	15	6.3 4.7	TUTHF TUTHF	6,700	8.0	5,610	6.7	19	7.4 6.1	MWTHF MWTHF		
ABC ABC NEWS:NIGHTLINE--MON(S)	1	12.07-12.37AM	12.00 12.15 12.30	2,600	3.1	2,260	2.7	11	3.0 2.6 2.3	MON. MON. MON.									
ABC ABC NEWS:NIGHTLINE-TUE(S)	2	12.09-12.39AM	12.00 12.15 12.30								3,180	3.8	2,510	3.0	12	3.3 3.0 2.8	TUE. TUE. TUE.		
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.09-12.39AM	12.00 12.15 12.30	4,360	5.2	3,520	4.2	15	5.4 4.2 3.6	WED. WED. WED.									
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	1,840	2.2	1,510	1.8	6	1.9 1.7 1.8	TUTHF TUTHF TH&F	2,350	2.8	1,840	2.2	8	2.5 2.1 1.9	MWTHF MWTHF MWTH		
CBS NEWSBREAK-M-F		>	8.45 9.00 9.15	15,750	18.8	16,840	20.1	29	21.1	M-F	15,250	18.2	14,830	17.7	25	14.8 29.8	M-F TUE.		
CBS CAMPAIGN '84:IOWA CAUCUS(S)	1	11.32-12.05AM	11.30 11.45 12.00	8,210	9.8	6,120	7.3	22	9.5 8.5 6.6 6.3	WED. MON. MON. MON.									
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45	7,370	8.8	5,200	6.2 6.5*	21 18*	6.8 6.2 6.2 6.1 5.9 5.6	M-F TU-F M-F M-F M-F M-F	6,790	8.1	4,690	5.6 6.1*	20 17*	6.3 5.9 5.9 5.5 5.3 4.5	M-F MWTHF M-F M-F M-F M-F		
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I-CONT'D			1.00					5.2*	32*	5.2	MON.						4.7	TUE.	
			1.15														4.2	TUE.	
			1.30														3.6*	TUE.	
		VARIOUS TIMES (SUS)																	
CBS CAMPAIGN '84:N.H.PRIMARY(S)	2	11.52-12.26AM	11.45									7,630	9.1	5,530	6.6	22	8.3	TUE.	
			12.00														6.7	TUE.	
			12.15														5.1	TUE.	
CBS LATE MOVIE II			12.30	4,360	5.2	3,440	4.1	23	4.6	M-F		4,360	5.2	3,440	4.1	24	4.6	M-F	
			12.45						4.5*	21*							4.4*	MWTHF	
			1.00						4.2	M-F							4.2	MWTHF	
			1.15						4.1*	24*							4.1*	24*	
			1.30						4.0	M & W							3.9	TUE.	
			1.45						3.2	M & W							3.7*	30*	
			2.00						2.6	MON.							3.5	TUE.	
			2.15														3.3*	32*	
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1			2.00	1,510	1.8	1,170	1.4	16	1.5	TU-THS		1,340	1.6	1,170	1.4	15	1.6	M-THSU	
			2.15						1.4	TU-THS							1.3	M-THSU	
CBS CBS NEWS NIGHTWATCH-2	1	2.30-6.00AM	2.30	2,600	3.1	1,090	1.3	25		M-THSU		2,260	2.7	920	1.1	21	1.5	M-THSU	
									1.8	M-THSU									
			2.45						1.7*	24*							1.5*	20*	
			3.00						1.5	M-THSU							1.4	M-THSU	
			3.15						1.4*	24*							1.3*	21*	
			3.30						1.3	M-THSU							1.3	M-THSU	
			3.45						1.3*	26*							1.1	M-THSU	
			4.00						1.2	M-THSU							1.1*	22*	
			4.15						1.2	M-THSU							1.0	M-THSU	
			4.30						1.1*	24*							1.0	M-THSU	
			4.45						1.1	M-THSU							1.0	M-THSU	
			5.00						1.1*	25*							.9*	21*	
			5.15						1.1	M-THSU							1.0	M-THSU	
			5.30						1.1*	24*							1.0	M-THSU	
			5.45						1.1	M-THSU							1.0*	21*	
NBC NBC NEWS DIGEST-M-F			8.45	10,890	13.0	10,890	13.0	19	13.8	M-F		10,640	12.7	10,640	12.7	18	12.7	M-F	
			9.00						10.9	W & F									
			9.15						12.4	W & F									
NBC NBC NEWS DIGEST-2-M-F			9.45	8,970	10.7	8,880	10.6	16	11.0	MW		7,710	9.2	8,380	10.0	15	8.9	TU & F	
			10.15						10.0	WED.									
NBC DECISION '84-IOWA CAUCUS(S)	1	11.30-11.55PM	11.30	5,360	6.4	4,530	5.4	16	5.8	MON.									
			11.45						4.9	MON.									
NBC DECISION '84-NEW HAMPSHIRE(S)	2	11.30-11.55PM	11.30									7,460	8.9	5,780	6.9	18	7.3	TUE.	
			11.45														6.4	TUE.	
NBC TONIGHT SHOW			11.30	8,970	10.7	5,610	6.7	23	9.3	M-F		9,220	11.0	5,950	7.1	23	8.4	M-F	
			11.45						7.2	MTUTHF							8.2*	23*	
			12.00						6.8	M-F							7.0	M-F	
			12.15						6.3*	22*							6.6*	24*	
			12.30						5.9	M-F							5.5	TUE.	
			12.45						5.0	M & W							5.3*	25*	
									4.0	M & W							5.0	TUE.	
NBC DAVID LETTERMAN I CONT'D			12.30	2,510	3.0	2,100	2.5	14	2.8	M-TH		3,020	3.6	2,350	2.8	15	3.3	M-TH	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN I-CONT'D			12.45						2.5	MTUTH							2.7	M-TH	
			1.00						2.5	M & W							2.2	TUE.	
			1.15						2.0	M & W							2.1	TUE.	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	7,540	9.0	3,600	4.3	20	6.0	FRI.	6,120	7.3	2,680	3.2	16	4.8	FRI.		
			12.45				5.4*	20*	4.7	FRI.				4.3*	17*	3.9	FRI.		
			1.00						4.1	FRI.						3.4	FRI.		
			1.15				3.9*	18*	3.6	FRI.				3.0*	14*	2.5	FRI.		
			1.30						3.6	FRI.						2.5	FRI.		
			1.45				3.6*	22*	3.6	FRI.					2.4*	15*	2.3	FRI.	
NBC DAVID LETTERMAN II		>	1.00	1,760	2.1	1,510	1.8	13	2.1	M-TH	2,180	2.6	1,840	2.2	15	2.4	M-TH		
			1.15						1.9	MTUTH						2.0	M-TH		
			1.30						1.7	M & W						1.9	TUE.		
			1.45						1.4	M & W						1.9	TUE.		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS MORN-600A(SUS)	1	6.00- 6.15AM	6.00							M-F								M-F	
ABC ABC WORLD NEWS-MORN-600A(SUS)	2	6.00- 6.15AM	6.00																
ABC ABC WORLD NEWS MORN-615A(SUS)	1	6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-615A(SUS)	2	6.15- 6.30AM	6.15															M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,590	1.9	1,510	1.8	14	1.8	M-F	2,100	2.5	1,930	2.3	16	2.3	M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,290	8.7	7,120	8.5	26	8.5	M-F	7,540	9.0	7,290	8.7	26	8.7	M-F		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,260	1.5	16	1.4	M-F	1,760	2.1	1,340	1.6	15	1.5	M-F		
			6.45						1.5	M-F						1.7	M-F		
CBS AMERICA'S BAKE-OFF(S)	1	11.00-11.30AM	11.00	7,630	9.1	6,540	7.8	32	7.6	TUE.									
			11.15						8.0	TUE.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,460	8.9	7,210	8.6	32	8.6	M-F	7,880	9.4	7,540	9.0	32	9.0	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,620	7.9	6,200	7.4	22	7.4	M-F	6,540	7.8	6,200	7.4	20	7.4	M-F		
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,680	2.0	1,090	1.3	11	1.2	M-F	1,760	2.1	1,260	1.5	11	1.2	M-F		
			6.45						1.5	M-F						1.7	M-F		
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,850	4.6	3,850	4.6	15	4.6	MWF	4,020	4.8	4,020	4.8	15	4.8	MWF		
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	4,440	5.3	3,940	4.7	25	4.7		4,020	4.8	3,350	4.0	22	4.0			
ABC MENU DO-10:25AM		10.25-10.29AM	10.15	5,870	7.0	5,110	6.1	20	6.1		5,110	6.1	4,440	5.3	18	5.3			
ABC MENU DO-11:55AM		11.55-11.59AM	11.45	5,780	6.9	5,030	6.0	19	6.0		4,270	5.1	3,850	4.6	16	4.6			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,350	4.0	3,020	3.6	19	3.6		3,180	3.8	2,680	3.2	18	3.2			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,200	6.2	4,860	5.8	20	5.8		4,940	5.9	4,690	5.6	20	5.6			
CBS IN THE NEWS-10.26AM	2	10.26-10.29AM	10.15								4,440	5.3	4,190	5.0	17	5.0			
CBS IN THE NEWS-10.26AM(B)	1	10.26-10.29AM	10.15	4,610	5.5	4,190	5.0	16	5.0										
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,270	5.1	4,020	4.8	15	4.8		4,110	4.9	3,600	4.3	15	4.3			
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								2,510	3.0	2,350	2.8	10	2.8			
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								3,100	3.7	2,850	3.4	12	3.4			
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								2,680	3.2	2,600	3.1	11	3.1			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
CBS CBS NCAA BASKETBALL-SAT	1	2.00- 4.18PM	-GRID	11,650	13.9	4,610	5.5	16				9,890	11.8	3,520	4.2	14			
	2	2.00- 4.16PM	-GRID																
		4.15							6.1							5.7*	17*	5.1	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,940	4.7	3,770	4.5	24	4.5			4,440	5.3	4,270	5.1	28	5.1		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,110	6.1	4,940	5.9	26	5.9			4,940	5.9	4,690	5.6	26	5.6		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,630	9.1	7,370	8.8	29	8.8			7,710	9.2	7,370	8.8	30	8.8		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,040	8.4	6,870	8.2	27	8.2			6,700	8.0	6,450	7.7	26	7.7		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	6,290	7.5	6,030	7.2	22	7.2			4,530	5.4	4,270	5.1	17	5.1		
NBC NCAA BASKETBALL-REG'L	2	1.00- 3.20PM	-GRID									8,630	10.3	3,180	3.8	12			
		3.15														3.9*	12*	2.8	
NBC NCAA BASKETBALL-NAT'L	2	3.21- 5.07PM	-GRID									6,540	7.8	2,600	3.1	9			
		5.00														4.8*	13*	4.8	
DAY SUNDAY																			
CBS CBS NCAA BASKETBALL-SUN	1	2.30- 4.33PM	-GRID	10,640	12.7	4,940	5.9	15				11,560	13.8	5,450	6.5	17			
	2	2.30- 4.37PM	-GRID						6.6							7.0*	17*	7.0	
		4.30																	
NBC HONDA CLASSIC-SUN(S)	2	3.00- 5.20PM	-GRID									8,630	10.3	3,770	4.5	11			
		5.15														6.3*	15*	6.0	

Bulletin

April 27, 1984

THE PRESIDENT'S FEBRUARY 22 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Wednesday February 22, 1984, at 8:00-8:38PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	41.4	34.7
Average Audience		
Households	35.5	29.8
Total Persons*	24.4	53.6
Total Women	26.4	23.1
18-49	19.0	10.5
Total Men	22.8	18.0
18-49	17.3	9.2
Total Teens	27.2	5.8
Total Children*	20.6	6.7

*Excluding children under 2 years of age.

A.C. NIELSEN COMPANY

Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300
New York, NY 10104 • 1290 Ave. of the Americas • (212) 708-7500
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

Line-up changes

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April 27, 1984

NIELSEN NATIONAL TV RATINGS REPORT 1ST MARCH 1984 February 20-March 4, 1984

The following revised program audience data are the result of program lineup changes received from the Networks too late for inclusion in the above report.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME					NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WE	1	DAY	START TIME	DUE NET TYPE	WK 1	WK 2	WK 1	WK 2	E E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 40												
WEEKEND DAYTIME												
ABC WIDE WORLD-SPORTS SAT 16					189	192	97	97	A	8.8	20	737
SAT 5:00PM 90 ABC SA									A	8.3	20	696
									A	9.2	21	771
									A	8.9	19	746
PG. 41												
AMERICAN SPORTSMAN					155	160	79	82	A	4.7	13	394
SUN 2:00PM 30 ABC SA												
PG. 50												
THIS WEEK-DAVID BRINKLEY					171	173	95	94	A	4.6	14	385
SUN 11:30AM 60 ABC N									A	4.3	13	360
									A	4.9	15	411

Nielsen NATIONAL TV AUDIENCE ESTIMATES

NATIONAL TV AUDIENCE ESTIMATES																						
DAY NETWORK/PROGRAM		WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2										
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS				
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %						
PG. A-30 & A-31																						
DAY SATURDAY																						
ABC ABC WIDE WORLD-SPORTS SAT					5:00-6:30PM	5:00	13,320	15.9	6,960	8.3	18	8.0	SAT	15,340	18.3	7,790	9.3	22	8.2	SAT		
						5:15				8.1	19	8.2	SAT				8.5	22	8.9	SAT		
						5:30						8.2	SAT						9.4	SAT		
						5:45				8.3	18	8.4	SAT				10.0	25	10.5	SAT		
						6:00						8.7	SAT						9.5	SAT		
						6:15				8.5	18	8.2	SAT				9.3	20	9.2	SAT		
PG. A-35																						
DAY SUNDAY																						
ABC THIS WEEK-DAVID BRINKLEY					11:30-12:30PM	11:30																
						11:45								6,370	7.6	4,020	4.8	15	4.3	SUN		
						12:00											4.5	14	4.8	SUN		
						12:15											5.0	15	5.0	SUN		
PG. A-34																						
DAY SUNDAY																						
ABC AMERICAN SPORTSMAN					2:00-2:30PM	2:00								5,030	6.0	3,690	4.4	12	3.8	SUN		
						2:15													5.0	SUN		

NTI/NAC

Correction Notice

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April 27, 1984

NIELSEN NATIONAL TV RATINGS REPORT 1ST MARCH 1984 February 20-March 4, 1984

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME					NO. OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK 3	DAY	START TIME	DUR	NET	PROG. TYPE†	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 25													
EVENING		TUESDAY											
RIPTIDE					7	202	202	99	99	A	15.3	21	1282
TUE		9:00PM	60	NBC PD						A	15.3	21	1282
										A	15.3	22	1282

Nielsen NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
PG. A-30 & A-31											
EVE TUESDAY											
NBC RIPTIDE		9:00-10:00PM	9:00	15,670	18.7	12,820	15.3	22	15.9	TUE	
			9:15				15.5	22	15.1	TUE	
			9:30						15.6	TUE	
			9:45				15.1	22	14.7	TUE	

NTI/NAC